

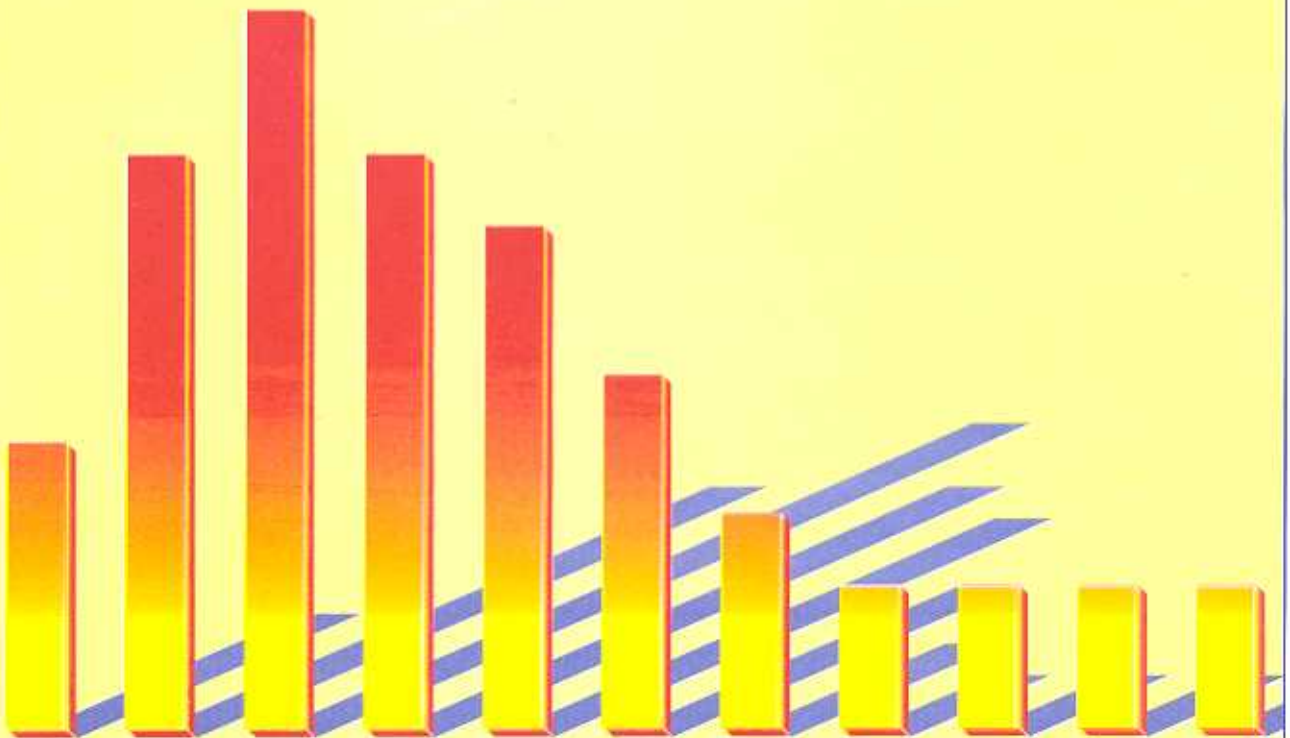


Pricing it Right...at the Beginning!

WHEN MOST OF YOUR SHOWINGS WILL OCCUR

The prime marketing time occurs during the first few weeks.

Make sure your home is priced right from the very beginning.



SHOWINGS PER WEEK

A new listing should be correctly priced on the first day. A brand, new listing is ❶ exciting, ❷ is shown more and, ❸ generally, SELLS FOR A HIGHER PRICE than older listings. Later, fair or not, prospective buyers begin to wonder why it hasn't already been sold.