

A hand is shown moving a white chess piece on a chessboard. The background is a blurred image of a chessboard with various pieces. The text 'LEADING EDGE' is overlaid on the image, with 'LEADING' in light blue and 'EDGE' in red. A dotted line separates the title from the subtitle.

LEADING EDGE

Pricing Strategy

YOU CONTROL 3

Do Control

Marketing: You pick your agent.

Condition: You sell “as is” vs. market ready.

Price: You are smart, aspirational, or unrealistic.

Don't Control

Location: *You can't move it.*

How it Happens



Initial price much too high
for condition.

Buyers and agents shun
property because seller is
unrealistic.

Seller rejects first good offer
because, "It is too low."

Sells for significantly less
than first offer, or...has only
one offer, after very long
marketing time.

STRIKE OUT

Priced correctly.
Average condition.
Kitchen is dated.

FAIR MARKET

Priced sharp.
On-trend paint,
kitchen and baths.
De-cluttered.
Staged well.
Buyers perceive value
and pay top dollar.

PREMIUM VALUE

Owner and agent masterfully
prepare home for market.

Price property a tad *under*
market value.

Sellers do everything their
agent tells them to do and
have a *pinch of luck!*

Competitive bidding results in
above market price.

HOME RUN

Key pricing **factors**

Location

Sq/ft

Age

Competing
with new
construction,
renovations

Kitchen

Paint

Staging

Bathrooms

Defining location





CLOSE TO AMENITIES



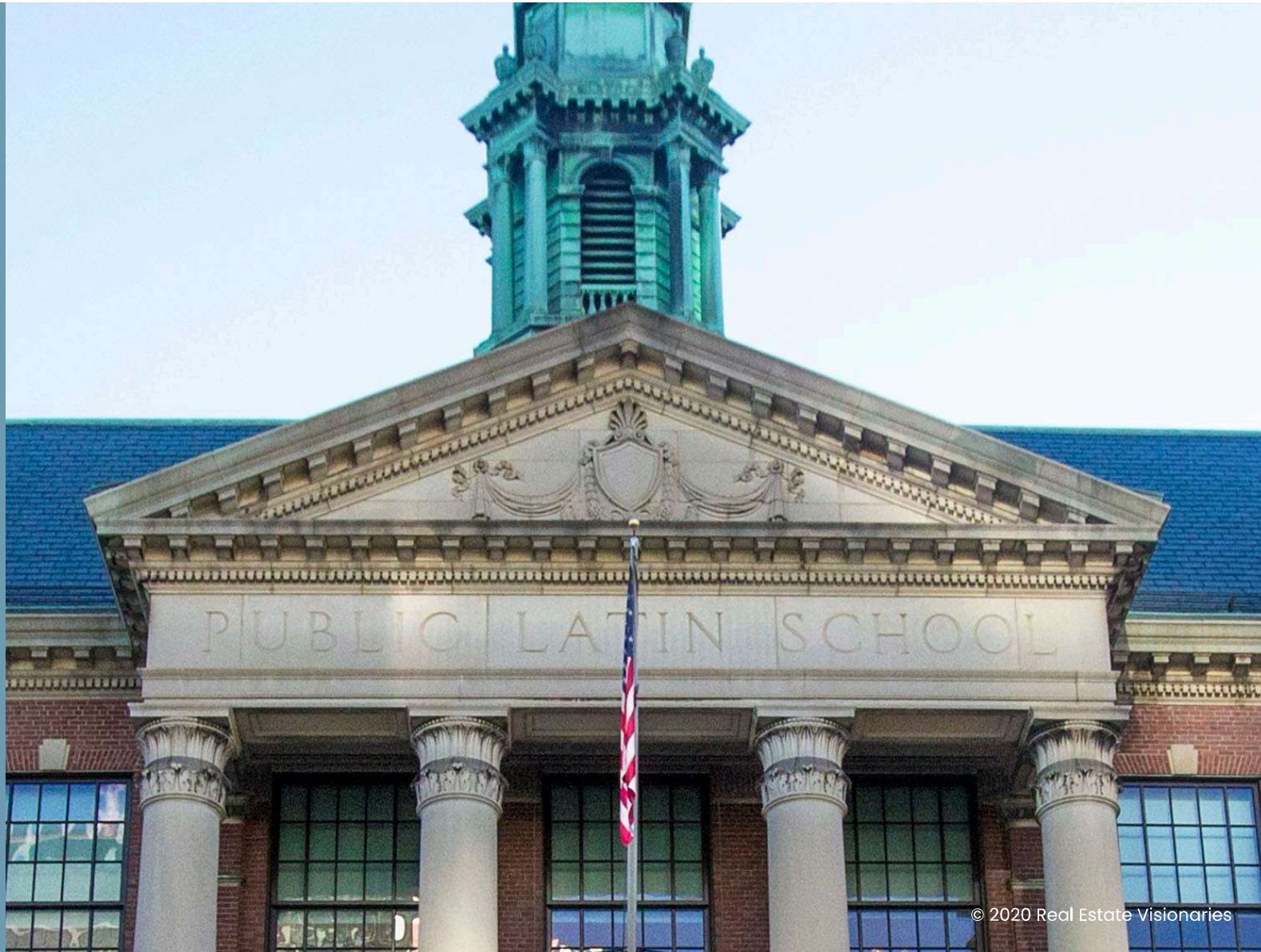


Busy



Tranquil

Schools



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VIEWS



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The single most important factor
in selling a home **is price.**

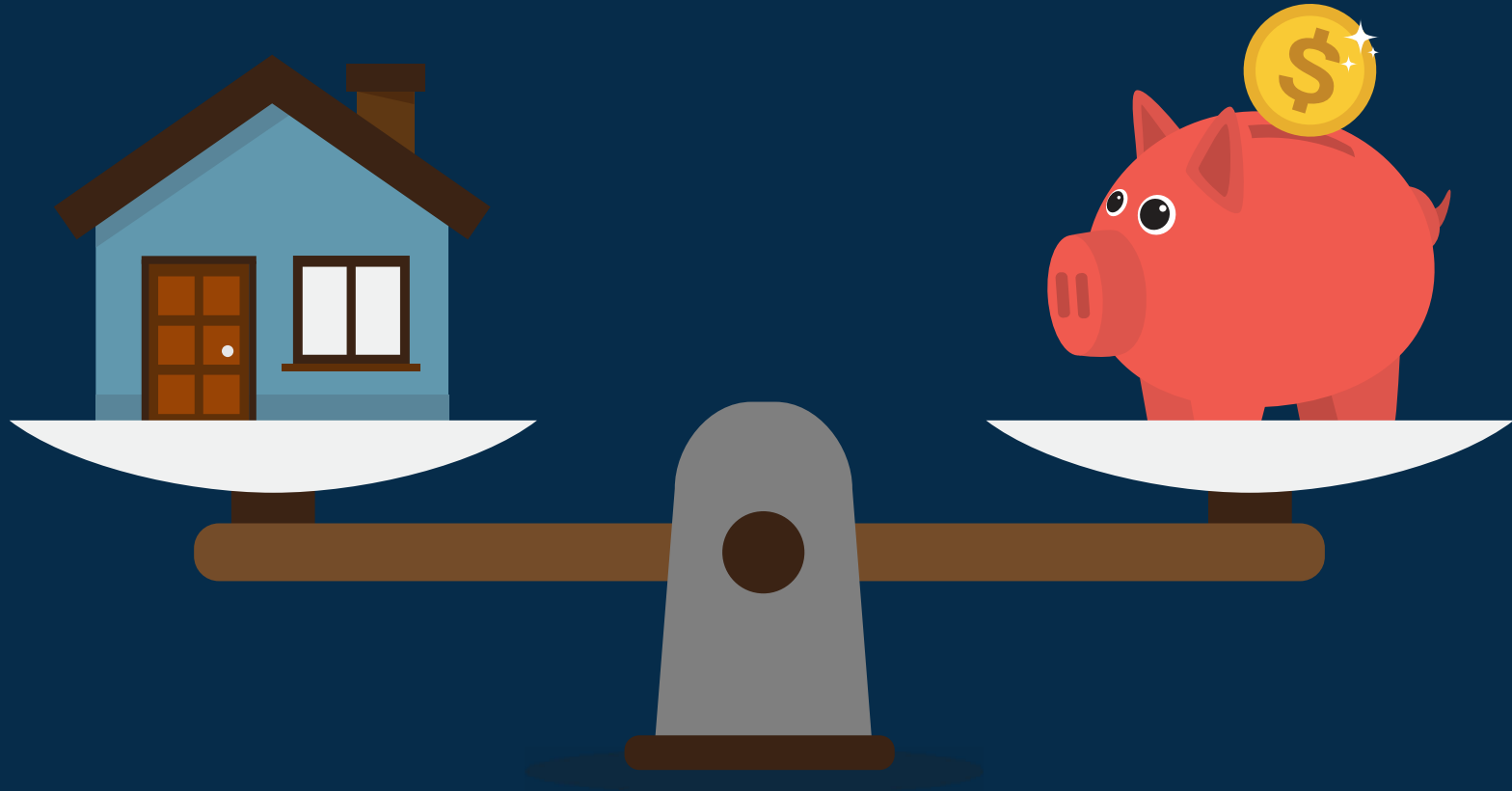
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Right price

“The price buyers hesitate to pay, but decide to pay. Because if they don’t, someone else will.”

Gorgeous homes in fantastic locations fail to sell every day because they aren’t priced to sell in the market.

Price trumps location



People say, "Location, location, location." When, in fact, it's "Price, price, price."

Dangers of overpricing

- Your new car smell evaporates
- Demand and interest wane after 21 days
- Dropping price later is often too little, too late

The more overpriced, the more you lose.

The psychology of pricing is **important**

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Pricing Your Home is Like *The Price is Right*

Remember how to win? You win if you guess the price closest to the value without going over. It's the same in Real Estate. You lose if you go over. You attract the most buyers if it's priced on the money *and you sell faster.*

According to Zillow...

Homes that have a price reduction sell for 4% less than those that don't...Overpricing can result in money left on the table that should be in your pocket!

Consider a certified appraisal

It can be helpful to have a copy of a recent appraisal to share with the buyer.

Great investment if the appraisal is favorable for your price.

or

Good reality check if it comes in lower than you expect.

**Appraisers use
comparable properties
sold within 3 months**

Macroeconomics 101

It's all about the
competition.

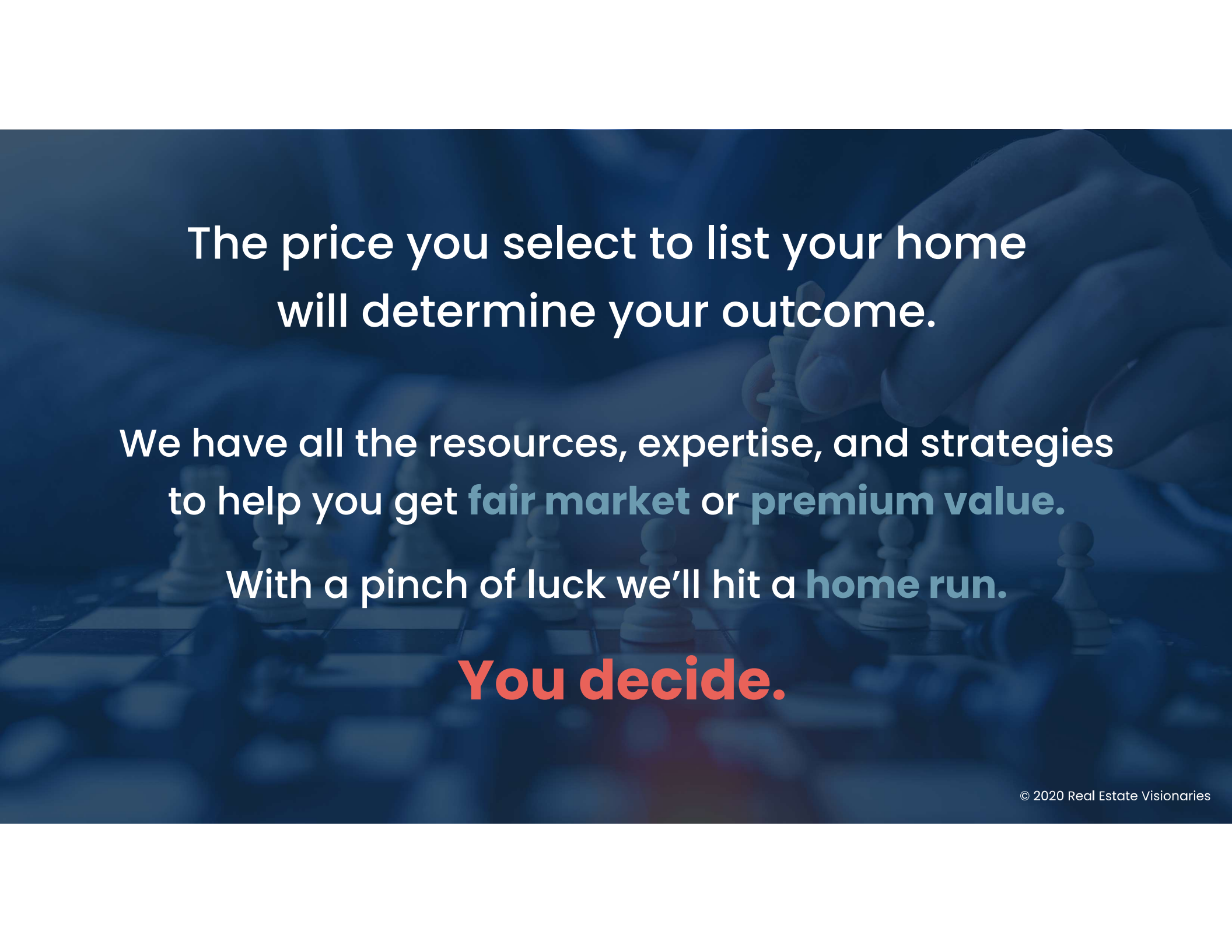


Go see your competition!





Why would a buyer prefer
your home
over
other homes
in this price range,
in this market?

A background image showing a hand moving a chess piece on a chessboard, overlaid with a dark blue semi-transparent filter.

The price you select to list your home
will determine your outcome.

We have all the resources, expertise, and strategies
to help you get **fair market** or **premium value**.

With a pinch of luck we'll hit a **home run**.

You decide.