

The Fine Art of Pricing *

The value of your property is *not* determined by...

- what you paid for it
- what your neighbor thinks
- the amount of cash you need
- how much money you've invested in it
- what the appraiser says
- what any agent says

The value of your property *is* determined by...

- what a ready, willing and able buyer will pay for it

How we can help with pricing: we can arrive at the correct price by a review of...

- "sold" comparables"
- competing "for sale" properties
- the current market conditions
- potential buyers

(*Taken from a seminar by real estate expert, Rick Willis)