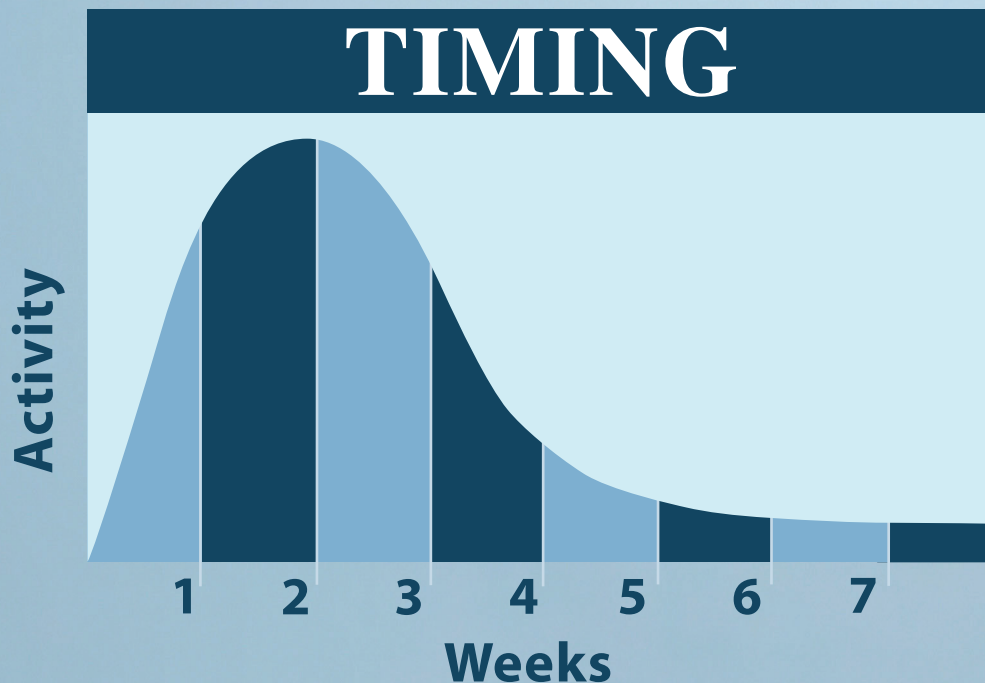


Timing & Price are extremely important in the real estate market!

Pricing your home beyond market value can adversely affect the marketing of your property.

- Fewer buyers are attracted, and fewer offers received.
- Marketing time is prolonged, and initial marketing momentum is lost.
- The property may eventually sell *below* market value.
- The property attracts “lookers” and helps competing houses look better by comparison.
- If a property does sell above true market value, it may not appraise, and the buyers may not be able to secure a loan.

A property has the highest chances of sale when it is new on the market.



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