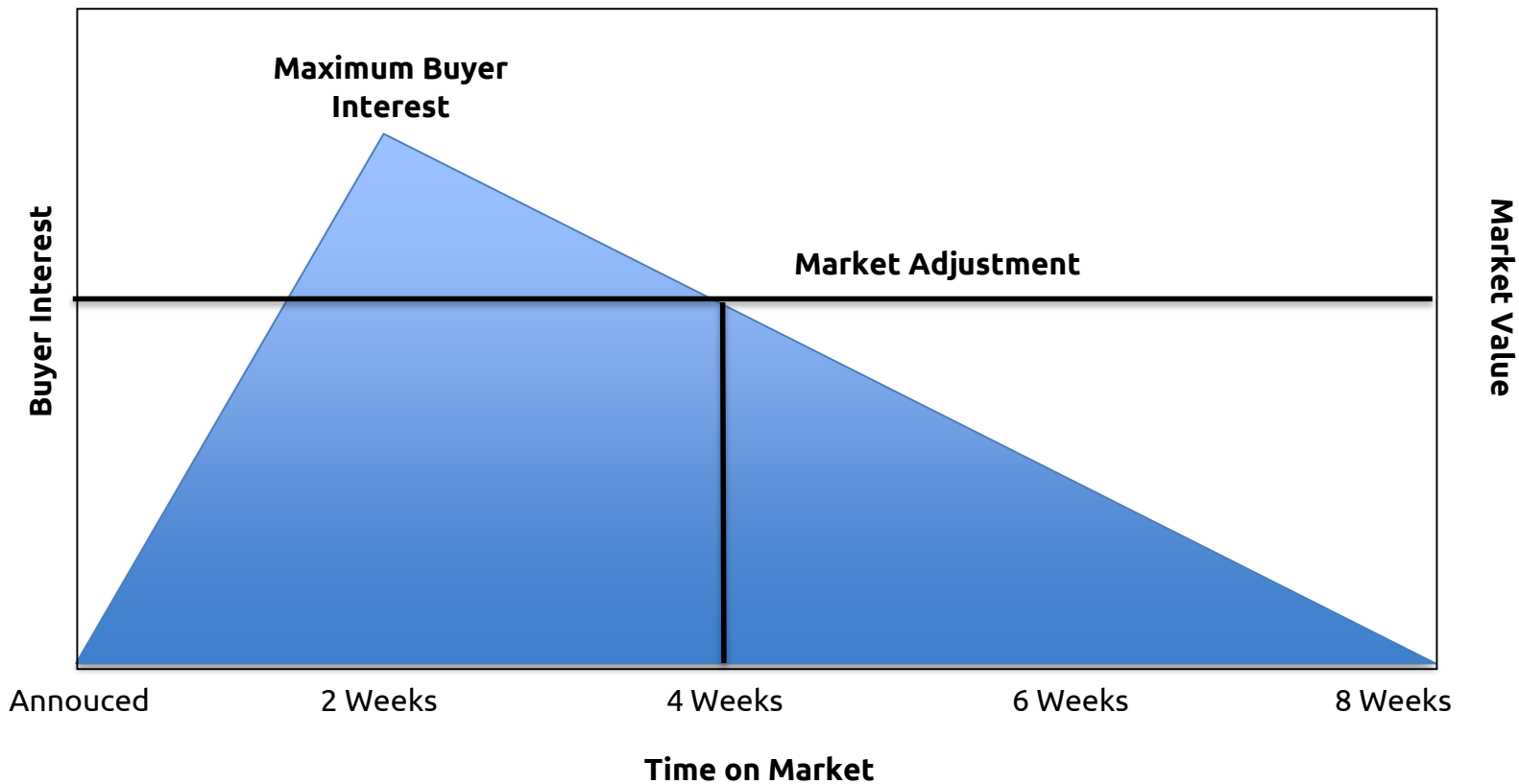


Market Timing



Maximize buyer interest by pricing your property correctly.

Pricing your property above market value is the #1 mistake sellers make in today's market.

Pricing above market value creates a highly negative first impression with potential buyers which cannot be overcome later by reducing the price. Once buyers preview your home and move on-- it's too late. The irony is that many sellers price above market to increase their selling price which results in the exact opposite. When selling your home or investment property, you should always price it at or below market value, which often attracts multiple bidders.