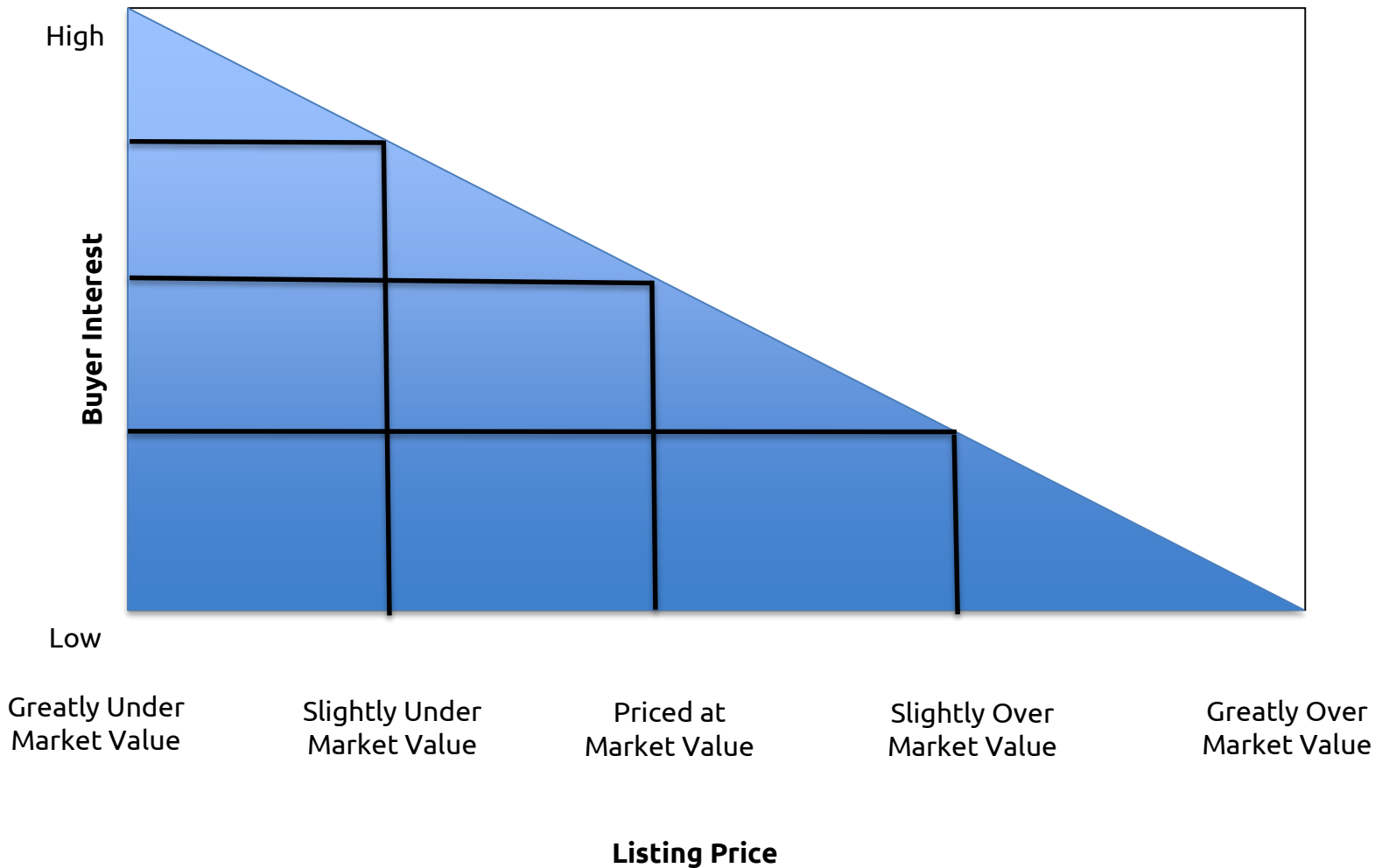


Price Advantage



Price correctly to receive the highest price, best terms, and fastest sale.

The listing price of your property is the most influential aspect of its sale. Your property's selling price is greatly affected by other similar properties which have recently sold and by competing properties currently on the market. The best way to make your property competitive is to price it *slightly less* than the competition and *slightly more* than recent solds. Remember that a listing price is simply a starting point for negotiation. Making your listing attractive with a low price is a great way to start a conversation with potential buyers, encourage multiple bids, and negotiate for a higher price, better terms, and/or a faster sale.