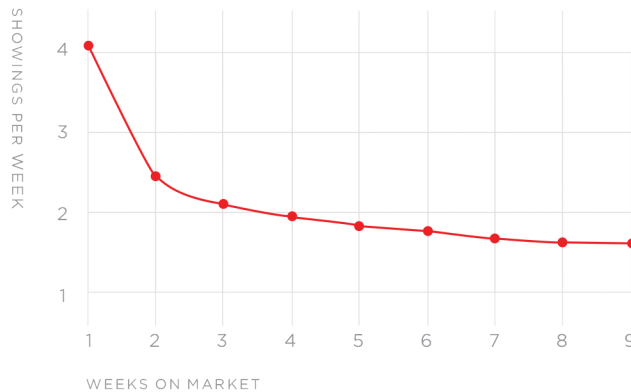


# Pricing Your Property to Sell

The longer a home is on the market, the more buyers become wary—which can further reduce its perceived value and eventual sale price.



I'll work with you to help set pricing, right from the start.



## More time on the market leads to fewer showings per week.\*

\*Source: BookAShowing data on Edina Realty listings

### Don't "Price High and Sell Low"

Avoid starting with an inflated price, thinking you can reduce it later. It might be too late to capture the interest of buyers who are focusing on new listings later on.

Buyers are well-informed. Keep in mind, buyers now have more informational tools than ever when shopping for a home. They can quickly determine whether a home is priced higher than the market commands. If so, they'll move on to the next property.

### Price it right, right from the start

Listings generate the most attention and showings the first few weeks they are on the market. So for best results, your property should hit the market with a strategic price.

**CHUCK**  
CHARLES HANNEMA REALTOR