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WHY YOU SHOULD PRICE YOUR HOME REALISTICALLY

TIME

Chances are that your home will sell at its fair market value. Pricing it realistically at the outset simply increases the likelihood of a timely sale, with less inconvenience and greater monetary return.

COMPETITION

Buyers educate themselves by viewing many homes. They know what is a fair price. If your home is not competitive in value with those they have seen, it will not sell. Buyers typically look at homes within a \$10,000 price range. If your home is not priced within the correct range, most likely it will not be exposed to its potential or targeted buyers.

REPUTATION

Overpricing causes most homes to remain in the market too long. Aware of a long exposure period, buyers are often hesitant to make an offer because they fear "something is wrong" with the house. Often homes that are on the market for a long time eventually sell for less than their fair market value.

INCONVENIENCE

If overpricing keeps your home from selling promptly, you can end up owning two homes- the one you've already purchased and the one you're trying to sell. This can prove costly and worrisome, as well as inconvenient.

Eighty percent of the marketing of your home is done the night you and your Realtor decide the price you will list your home at. If you are unwilling to list your home at or just below the current market value, you are better served by not putting it on the market at all.

