

## Special Reports for Home Sellers



## FINDING YOUR HOME'S BEST SELLING PRICE

Statistics show that the best opportunity to sell your home is often within the first few weeks of putting it on the market. This can be good news, or bad, depending on your motivation. Some homes sell right away, while others sit on the market for months without a single offer.

To maximize **your** selling opportunity, it is important that your home be priced right. What is the right price? Many factors will determine your home's best asking price. Our current real estate market has a lot to do with it. Using sound judgment, research, and experience, a good agent can help you determine the right price for your home. They will help you evaluate your location, the recent sold data, current market trends, and your home's special features that set it apart from the competition.

**"What's wrong with pricing my home a little high?"** Price your home too high and most buyers won't even bother looking at it. Over priced homes tend to sell the competition first. This scares away many qualified buyers simply because they can go elsewhere and get more house for the money. As the house sits on the market, people will shy away from it thinking there must be something wrong with the home.

**Should I under-price my home?** Price it too low and you could lose thousands of dollars. There are times when you will attract multiple bidders making multiple offers, but this is only recommended when you need a faster-than-average sale.

In most circumstances, pricing your home correctly from the very beginning will net you the best results in both time and money. To find out your home's perfect selling price, contact us for a **No Obligation Market Analysis**. We will take the guesswork out the entire process and suggest an accurate market price for your home. It has never been easier!



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