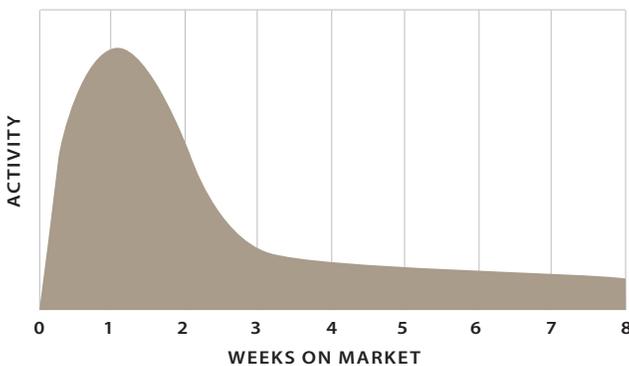


# The Pitfalls of Overpricing Your Home

Overpricing your house in the belief that you can reduce the price back later is a strategy that can backfire badly. For example, by the time you reduce your price, you may miss out on a surge of interest in properties like yours. Also, if prices are lowered, buyers may wonder if there's something wrong with the property that kept other buyers away. To avoid selling your property at below market value and wasting valuable time, don't fall into the overpricing trap.

## ACTIVITY VS. TIMING

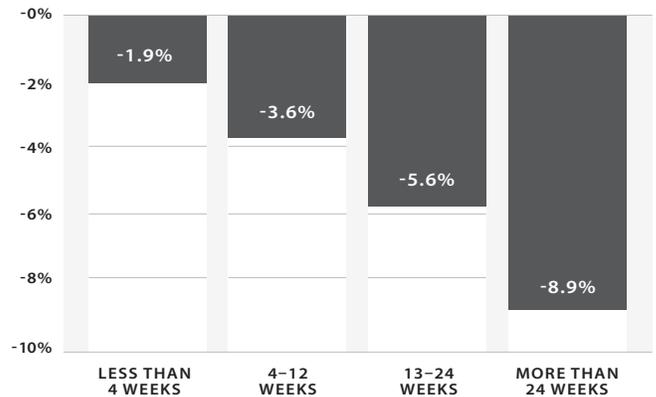
This chart highlights the importance of pricing correctly at market value and the level of excitement and interest in a new listing over time. The importance of pricing correctly is key. When a property is first listed, it generates a very high level of interest from prospective buyers, which reduces dramatically over time. It is important to be priced correctly from the beginning, during the peak of this curve.



## THE EFFECT OF OVERPRICING

This is the average percentage difference between the Selling and Asking Price by the length of time the home was on the market.

- Put your best foot forward immediately
- Establish a competitive asking price
- Keep your home in top showing condition
- Offer favorable financing terms



## SETTING THE PRICE

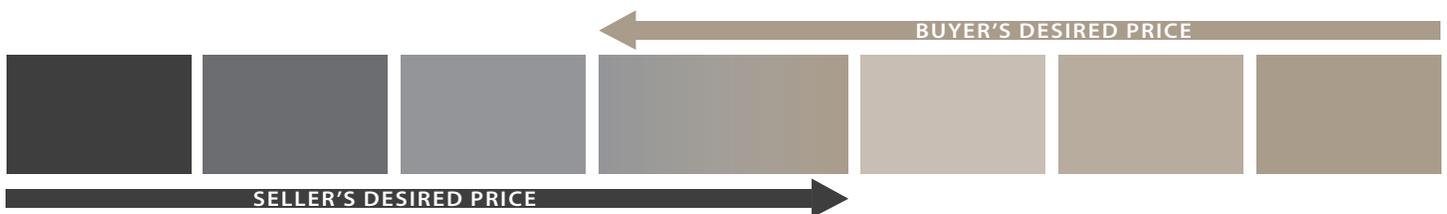
When setting a price for your property, the listing level must strike a balance between the seller's need to achieve the best-possible return and the buyer's need to get a good value. With many years of experience, we can help you set a price that will accomplish both objectives.

### Establishing Market Value

The market value of your property is determined in exactly the same way as any other commodity — what a buyer is willing to pay for it in today's market. Despite the price you paid originally, or the value of any improvements you have made, the value is determined by market forces.

### Look at the Competition

Buyers look at about a dozen properties on average before making an offer. As a result, they have a good overview of the market and will compare your property against the competition. If it's not in line with similar available properties, buyers won't consider it a good value for the money.



**DAY & ASSOCIATES**



A BOUTIQUE REAL ESTATE AGENCY

**KENDRA DAY**

310.872.4079  
KDay209@gmail.com

BRE 01353441 REALTOR

**STEVE DAY**

310.529.6456  
Steve@SteveTheDay.com

BROKER BRE 01200586