

Positioning Your Home to Beat the Competition

3. How Price Determines Status

Status:	Sold	Still for Sale	Overpriced
	_____ % of total listings	_____ % of total listings	Not sold - taken off market _____ % of total listings

Average Price: _____

*From overall figures provided by our Multiple Listing Service
As the price goes up, the number of sales goes down. "Positioning" your home to beat the competition is critical to affect a sales in a reasonable period of time.

Pricing Your Property to Get an Offer

4. Percent of last list price to sales price: _____

Means to you that: _____

5. Capturing Your Best Source of Buyers

The Best Source of buyers in this area (circle one)

Agents Open Houses Ads Mailers

Agents preview most listings in the first two weeks of the list date.

This means that: _____

6. Homes Priced Right Sell Fast—for the Highest Price*

*From a survey by the National Association of Realtors.

		Less than 4 weeks	4-12 weeks	18-24 weeks	More than 24 weeks
	0%	97%			
			95%		
Sales Price or	-2%			93%	
% of Listed					
Price	-4%				
	-6%				
					85%
	-8%				
	-10%				
	-12%				
	-14%				
	-16%				