

# **PRICING GUIDELINES**

- What you paid for your property does not affect its current value.
- The amount of money you need to get out of the sale of your property does not affect its value.
- What you think it should be worth has no effect on value.
- What another Realtor says your property is worth does not affect its value.
- And lastly - assessed values imposed on your home for tax purposes do not represent your current, market value.

The value of your property is determined by what a **ready, willing and able buyer** will pay for it in the open market. The basis of your home's value is the nearby recently closed sales of comparable homes.

In short: **BUYERS AND THE MARKET PLACE DETERMINE VALUE!**

**DO NOT automatically list with the Realtor that gives you the highest price. Consumer Reports, July 2014 stated...**

*“Expect the Realtor to suggest a price range, but don't let that frame you in. Be aware that some Realtors will, at first, suggest an unreasonable price, much higher than the market will support. This is done to get the listing. Then, after they have the listing and the house hasn't sold, they'll come back with some kind of excuses that the market is suggesting an adjustment in listing price is necessary.*

Note: If this article generates additional questions or a need for additional information, the following link will allow you to ask your question(s), request additional information or make comments. It is not my intent to bug you with unwanted phone calls, emails, or text messages! It is my intent to allow you to benefit from my 35+ years real estate activity and to give you a buying experience beyond your expectations!

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