

DANGERS OF OVERPRICING



- Many potential buyers won't even look, thinking it's out of their range.
- Those buyers who do look are shopping by comparison, and looking at your home may convince them to make a bid on a different property.
- Since an appraisal is often required in financing a property, it's futile to price a property for more than it's worth.
- Properties left on the market for extended periods of time usually become "shopworn," causing many to believe something's amiss.
- Overpricing tends to dampen the other salesperson's attitude, making it less likely to be shown.
- Overpricing lengthens marketing time, and invariably results in a lower selling price than would have been otherwise obtained.

