

PRICE

1. Bargaining Room

An educated buyer recognizes a “fair price” when he sees one. Don't cater to the players by negotiating bargaining room, pay attention to the sincere/educated buyer.

2. High for one Month

“Let's just price it this high for one month and then I promise to come down if it doesn't sell.” It is a fact that the first 30-45 days is the best marketing time for any property. Also, an overpriced listing just helps the educated buyers justify the purchase of one that is priced right.

3. We need to net at least \$75,000 to accomplish our goals.

The seller's needs are of no concern to the educated buyer, or for any buyer. Buyers needs, desires, and willingness to pay a certain price determine market value.