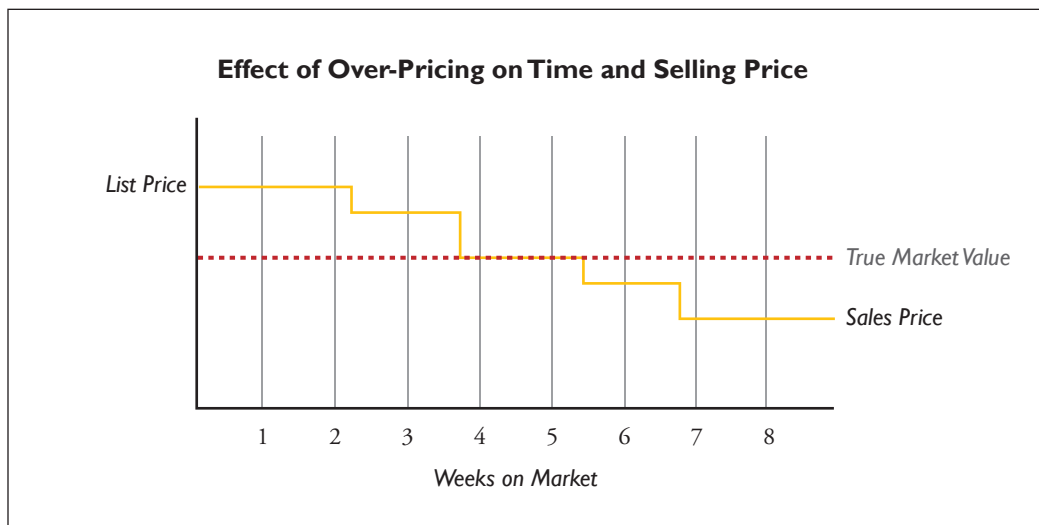


## Pricing Your Home For A Competitive Market

### Activity vs Timing

The listing price for your home is the single most important factor in the sale of your property. This chart illustrates the level of excitement and interest in a new listing over time. It also demonstrates the importance of establishing a competitive asking price. When a property is first listed, it generates a high level of interest from prospective buyers, which reduces over time.



### Setting the Price

When setting the 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. (*Heartland MLS 2008 report*)

Together with your Reece & Nichols agent, you can evaluate the competitive market and set a price that will accomplish both the buyer and seller’s objectives.

