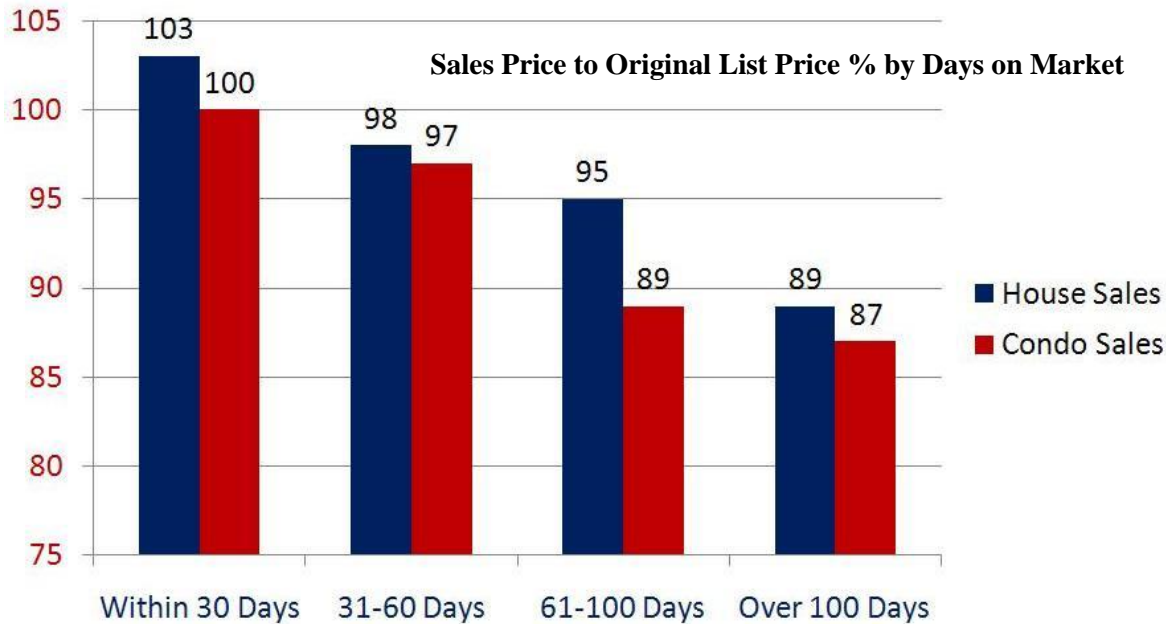


## Price It Right...to Make More Money



Sales of houses and condos in selected San Francisco neighborhoods between the price of \$750,000 & \$999,000 in December 2009 & January 2010.

Broadly speaking, statistics show that the *sooner* a property sells after going on market, the more it sells for. Per the chart above, those houses accepting offers within 30 days of going on market are still selling, on average, for *over* the asking price, while those which took over 100 days sold for only 88% of original list price.

**“Ironically, instead of getting more money... [Over-pricing] usually stigmatizes a property and reduces the eventual sale price to *less* than it would have been with more realistic pricing.”** *House-Selling for Dummies*

1. Price it right to begin with.
2. Prepare the home to show in its best possible light.
3. Implement the most comprehensive marketing plan possible.
4. Hire an agent who knows how to negotiate effectively on your behalf.