

BUYER'S INTEREST IN AVAILABLE LISTINGS

INTEREST IN SUITABLE PROPERTIES BASED ON SELLER'S ASKING PRICE
COMPARED TO BUYER'S PERCEPTION OF VALUE

ASKING PRICE APPROX. % OF VALUE	LEVEL OF INTEREST	BUYER'S ACTIONS
OVER 120%	NONE	WON'T EVEN PAUSE IN MLS PRE-SEARCH
UP TO 120%	LOW	WILL PAUSE IN MLS SEARCH BUT WON'T VISIT
UP TO 115%	POSSIBLE	WILL PROBABLY DRIVE BY
UP TO 110%	GOOD	WILL PROBABLY LOOK INSIDE
UP TO 105%	STRONG	WILL PROBABLY MAKE OFFER
LESS THAN 100%	SUPERIOR	WILL ACTIVELY COMPETE TO BEAT OTHER OFFERS.

THE SELLER'S ASKING PRICE DETERMINES HOW MUCH INTEREST THE BUYERS
WILL SHOW IN THEIR PROPERTY.

ADVERTISING AND OTHER PROMOTIONAL EFFORTS MAY CAUSE BUYERS TO
INVESTIGATE A LISTING BUT WON'T GENERATE OFFERS TO PURCHASE UNLESS
THE PROSPECTIVE BUYERS BELIEVE THE SELLER'S ASKING PRICE IS CLOSE TO
THE ACTUAL VALUE.