

Buyer's Interest in Your Property

Buyer's Perception of Value based on your current listing price. Your properties approximate value is hi-lited below.

Asking Price Approx. % of Value	Level of Interest	Buyer's Actions
Over 20% Value	zero	Won't even look at virtual tour on line
20% Over Value	None	Won't even pause in MLS
15% over Value	Low	May drive by
10% over Value	Possible	May look inside
3% over Value	Strong	Will Probably Make Offer
Market Value	Superior	Will actively Compete to Beat Other Offers

The Seller's asking price determines how much interest the buyers will show in their property. It will increase visual tour activity and showings **ONLY IF** the property is correctly priced.

Our marketing efforts may cause buyers to investigate your property but this will not help us generate offers to purchase unless the buyers believe the asking price is close to the actual selling price.

Important Note: We are currently advising all clients to leave 3% or less of negotiation room in their listed price