

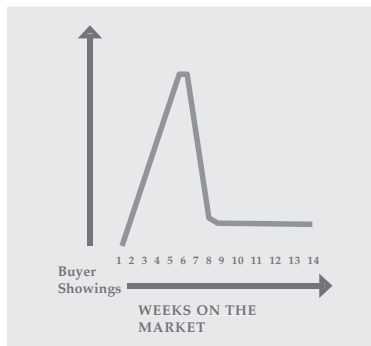
# The Risks of Overpricing

## Taking Longer to Sell



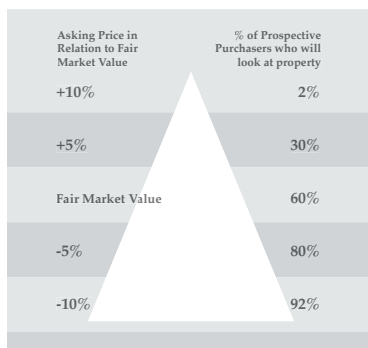
- Houses priced above fair market value take longer to sell.
- Pricing your property competitively will help your property sell in the shortest time possible and thus avoid the stigma of longevity on the market.

## Missing Peak Selling Activity



- A property generates the most interest within the real estate market community when it first goes on the market.
- By pricing your property realistically from the beginning, you can benefit from the greatest interest among buyers and brokers.

## Losing Potential Buyers



- When priced above fair market value, fewer buyers are willing to consider your property or respond to your ad.
- Pricing your property competitively will help attract the greatest number of potential buyers.