

# HOME Buyer/Seller™ issue 12

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## Should You “High Ball” Your Listing Price?

One of the most important decisions you make when selling your home is setting the listing price. That can be tricky. After all, if you price your property too low, you leave money on the table — perhaps thousands of dollars. On the other hand, if you price your home too high, many buyers won't even bother to see it, believing it is too expensive.

Even with that reality, there are some sellers who contemplate setting a high listing price in the hopes of a windfall. They want some unsuspecting buyer to fall in love with the home and buy it — even though it's overpriced.

That rarely, if ever, happens.

Instead, the listing often languishes on the market because its listing price is conspicuously much higher than its market value.

Think about it. If two similar homes, side-by-side, are for sale, and one is priced \$40,000 higher than the other, wouldn't you wonder what was going on? That's exactly what the market thinks. “Why is that home priced so high?”

Of course, many buyers, who might otherwise be interested in the property, won't even consider seeing it, simply because it's outside their price range.



It gets worse. When an overpriced home sits on the market with no offers for several weeks, the price will often need to be adjusted down. That helps the situation a little. However, you've lost the excitement created by a “new listing.” Yours is now an old listing struggling to get attention.

There's a better way...

Setting your list price at or near the market value is much more likely to generate interest from qualified buyers and maximize how much you make on your home.

That market value may even be higher than you think!

Interested in finding out how much? Call today.

## Simple Ways to Reduce Your Monthly Utility Costs

Many homeowners think there's not much they can do about telephone, heating, water and other utility expenses. Sure, you may grumble about a high heating bill one month, but what can you do about it?

Turns out, you can do plenty. There are several ways to reduce monthly utility costs that can save you tens or even hundreds of dollars. For example:

- Shop around for a better phone plan. Then contact your phone company.

They might match the rates.

- Turn down the thermostat on your water heater. You likely don't need tap water to be that hot.
- Clean the screen on your outside air conditioning unit regularly. (Gently with the water hose.) Dirt and leaves can build up on it, reducing the unit's efficiency.
- Leverage the sun. Open curtains in the winter to gain heat. Block direct sunlight in summer to keep

the cool air inside.

- Scrutinize your bill. There may be extras you're paying for that you don't need.
  - Play with the thermostat. Experiment with setting the temperature a couple of degrees lower. You might not notice any difference.
- It's worth paying attention to your utility costs. Just a few smart moves can save you some serious money.

## Think, Act... Live!

“Action is the foundational key to all success.” [Tony Robbins](#)

“It is our choices that show what we truly are, far more than our abilities.” [JK Rowling](#)

“You are your greatest asset. Put your time, effort and money into training, grooming and encouraging that asset.” [Tom Hopkins](#)

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