

# PRICING A HOME RIGHT IS CRITICAL

AND DIRECTLY IMPACTS YOUR BOTTOM LINE

Setting the list price of your home is an art. Too low and you leave money on the table — perhaps thousands. Too high and you scare away buyers — perhaps forever.

To complicate this, your home is an emotional asset. It's hard to see it objectively, as a “product” for sale.

**Finding the optimal price requires a combination of expertise, analysis, and old-fashioned street smarts.**

The best real estate professionals have mastered the art of setting a price that maximizes exposure and price and minimizes the time it takes to sell. They combine intimate local and national market knowledge, an exhaustive study of similar homes for sale, and an analysis of past sales to arrive at the optimal list price.

It's no easy task, but it's a critical one. **Pricing your home right the first time results in more showings, more offers and ultimately the highest price for you home.**

If you want to get as much for your home as possible within a reasonable time frame, price it right, the first time.



Home for sale in the  
**\$250,000 –  
\$500,000**  
range.



Price set just  
15% too high.

Fewer qualified buyers  
bother to see it.



Price set  
just 15%  
too low.

Risk losing \$37,500-  
\$67,500 on the sale.



**Questions?**

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This document is not intended to solicit properties already listed for sale with another broker.