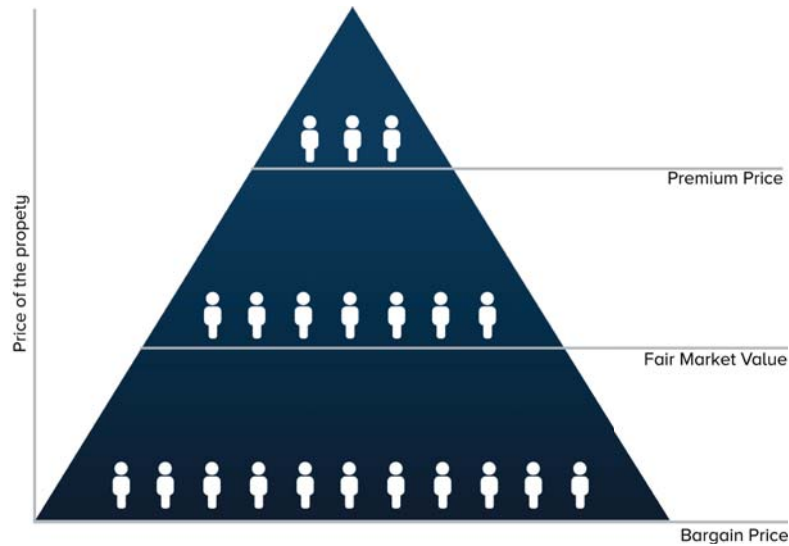


## HOW TO PRICE YOUR HOME

This is the most important step when listing your home. Not only does pricing your home right impact your sale price, but it also can dictate how quickly your home sells and if you have a good or bad real estate experience. Luckily, your Ruhl&Ruhl Realtor will be there to help guide and advise you during this process.

Our mission is to get you where you need to go on time. Your selling timeline will determine how your home should be priced in the market relative to the other active inventory.



### Importance of Pricing Right

Only a certain number of homes will sell in any market in any given time. We increase your house's chances by pricing it right from the beginning when there is maximum buyer activity.

A home listed below market value attracts a lot of buyers and one priced above market value attracts very few buyers. Our job is to find the fair market value, or the ideal price where you can expect significant buyer interest for the maximum price.

### The most active time on the market is the first three weeks.

The reason it is important to price it right from the start is because buyer interest peaks in the first three weeks that a home is listed. After time passes, your house's perceived value decreases, often times resulting in a lower sales price.

