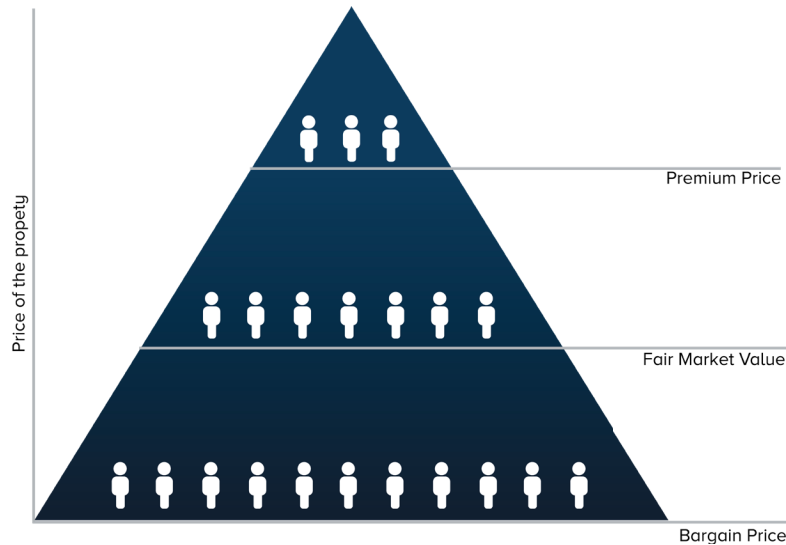


# HOW TO PRICE YOUR PROPERTY

**PRICING YOUR PROPERTY ACCURATELY** is an essential step when listing your house. Not only does this impact your property's sale price, but also dictates how quickly your house will sell. You will have your Ruhl&Ruhl agent by your side to help guide and advise you during this process. Your selling timeline will determine how your property should be priced in the market relative to the other active inventory.



## IMPORTANCE OF PRICING RIGHT

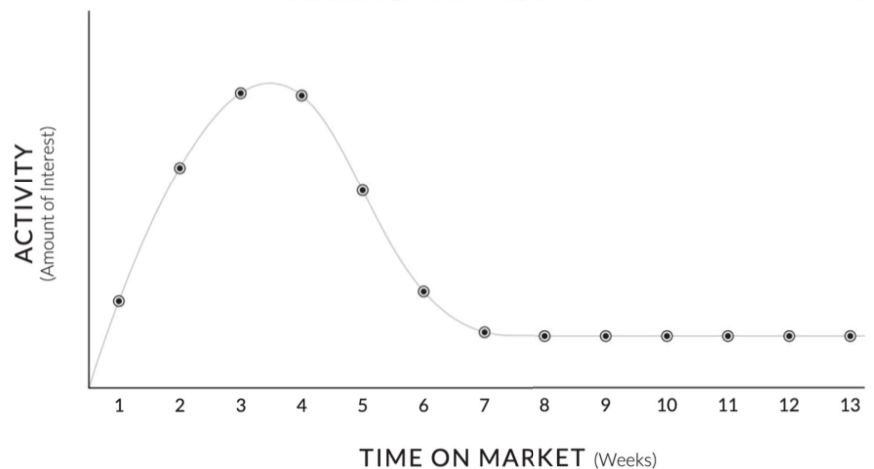
Only a certain number of properties will sell in any market at any given time. You will see maximum buyer activity when your house is accurately priced from the beginning of your listing.

A property listed below market value attracts a lot of buyers and one priced above market value attracts very few buyers. You and your agent will discuss your property's fair market value, or the ideal price where you can expect significant buyer interest for the maximum price. It is important to note that **you control the price and your agent will control the process.**

**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 property is listed. After time passes, your property's perceived value decreases, often times resulting in a lower sales price.

### MAKING THE MOST OF INITIAL INTEREST



- Graphic for Illustrative Purposes Only -