



Dangers of Overpricing

The Standard for Excellence.™

The best offers come to a property when it is newly listed. It is hard to gain momentum when the price is too high. An overpriced property can cause the following:

- Make other homes more attractive and actually help sell them
- Reduces the number of showings
- Makes seller look unmotivated to sell
- Attracts more lookers and fewer buyers
- Lose buyers who are unwilling to negotiate
- Can cause appraisal problems
- Later reduction in price after initial buyers have moved on

