

Q ■

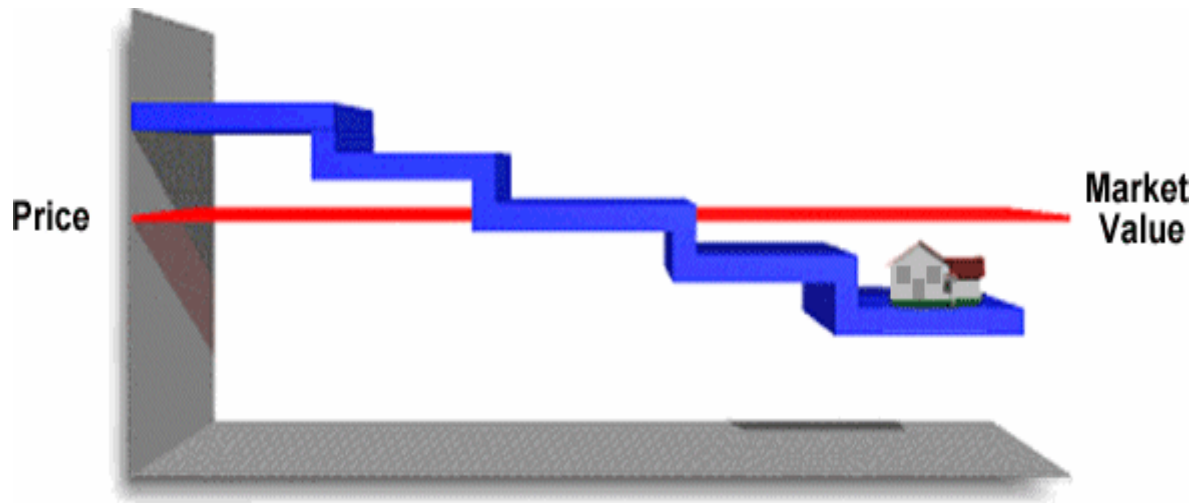
**Who determines
fair market
value?**

A ■

**Not the Realtor.
Not the seller.
But the combined
influences of the
market place.**



Consequences of Overpricing on Selling Time and Price

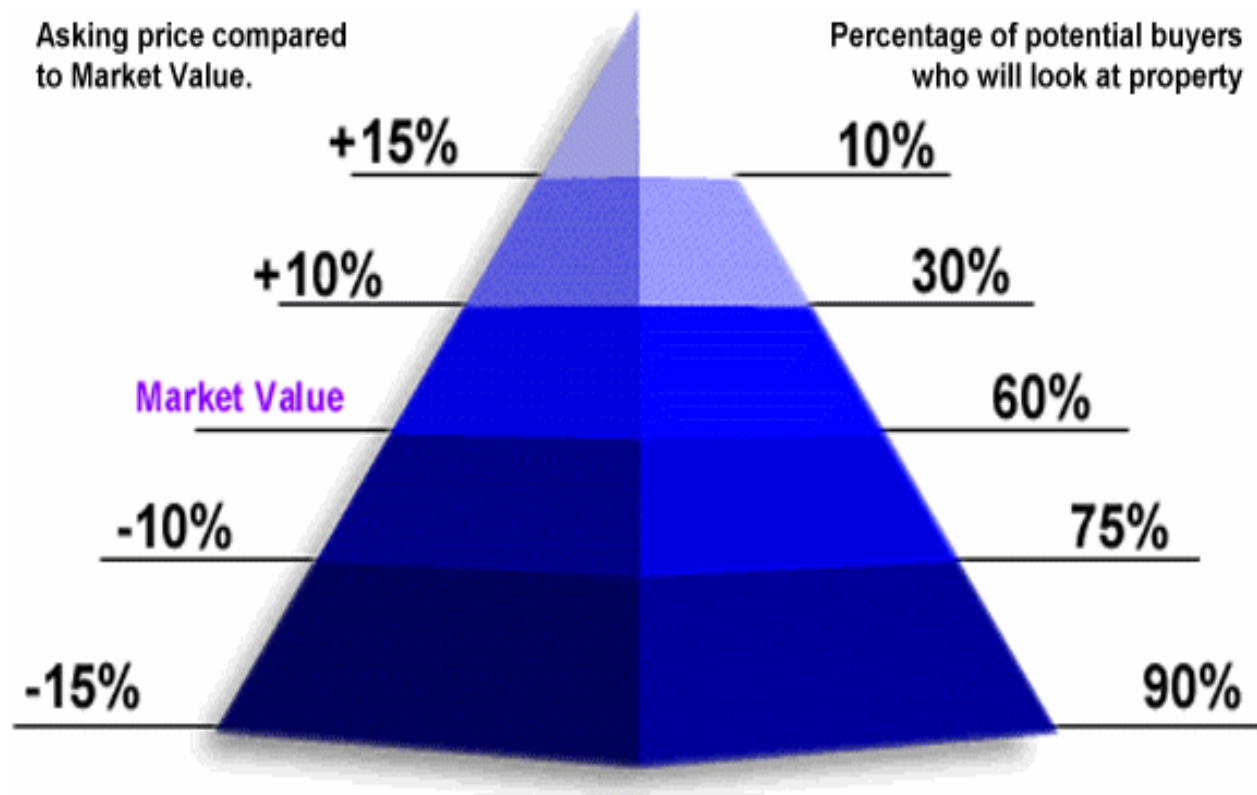


Buyers and Agents lose interest in properties that are priced too high.

To generate interest, the price might have to drop below the competition.

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Properties priced too high attract fewer buyers, showings and offers.

Properties priced at market value generate more buyer interest.

