
Setting the Value — Pricing a House to Sell

Along with location and condition, the pricing of a house is a major component of the reasons why a house will — or will not—sell quickly. Although the pricing should not be dealt with lightly, some sellers have a tendency to put too much emphasis on the price and not enough on the condition, ending with a house overpriced for its current condition. It's important to get it (price) right the first time.

Care and time should be taken when establishing the original listing price for several reasons: First, if the house is overpriced, it won't sell. If it doesn't sell and sits on the market the listing quickly becomes stale.

Also, **if you overprice the house** to reduce the price later just to “see what the market will bear,” when the price of the house is lowered, it signals to buyers that it was (and still may be) overpriced. And last, if the house is underpriced, it most likely will sell quickly—to the detriment of your net proceeds.

Some factors, affect the price includes the location of the house, the condition of the house and the desirable amenities your home provides. You can't get away from the location. If your house is found in a desirable area that is in demand, you can probably receive a higher value than the same house in less desirable area. A house that has been better maintained and shows better than the competition, will always sell for more than one that has had deferred (neglected) maintenance and needs work. And, if a house has amenities that are currently popular in the marketplace, it will bring a higher price.

There are three methods to help set the right price for your home, the Comparable Market Analysis (CMA), Brokers Opinion, which compared similar properties and takes into account size, condition and their listing and sold values. The Brokers Opinion goes little further, in comparing financing, seller contributions and reproduction cost/s plus what the house would bring on the rental market. Of course sellers can order an appraisal or estimate value placed specifically on your house by a professional appraiser.

Ron Hidalgo strongly suggests pricing correctly but, do not forget staging your home for sell against the completion. Cute sales, and buyers will purchase a home that has the least work to do before moving in. These two factors are the most important when placing a house on the market. Then your Broker/**REALTOR®** can display and present your house to the public more effectively.

Team work is essential between Broker and Sellers. We can work together and present a good package to the market and receive top dollar! Remember, we all want to buy low and sell high. We cannot give the buyer reasons or excuses to offer less than want the property is worth. **Staging & Pricing** our house effectively (able to cause ACTION) is the key in bringing the highest value with the least stress to you.

Sincerely,

Ron Hidalgo

REALTOR® / Broker Associate *Since 1984*



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*Ron believes, “Professional and Quality Service is not Expensive, It's Priceless,
and Ron's clients deserve nothing less!”*

Ron works hard to earn and keep his customers business and commits to their success.

Call Ron today for a through—current pricing and evaluation of your Home/property . . . We appreciate your consideration to allow Ron & Saunders Realty to be your **REALTOR**/Broker of “**Choice**” Marketing and Selling Your HOME!”

Call Today: Mobile: 334.546-1410 24/7 or
Toll Free: 1.866.508.3535 8AM to 4PM or Office 334.356.9700 8AM to 4PM.