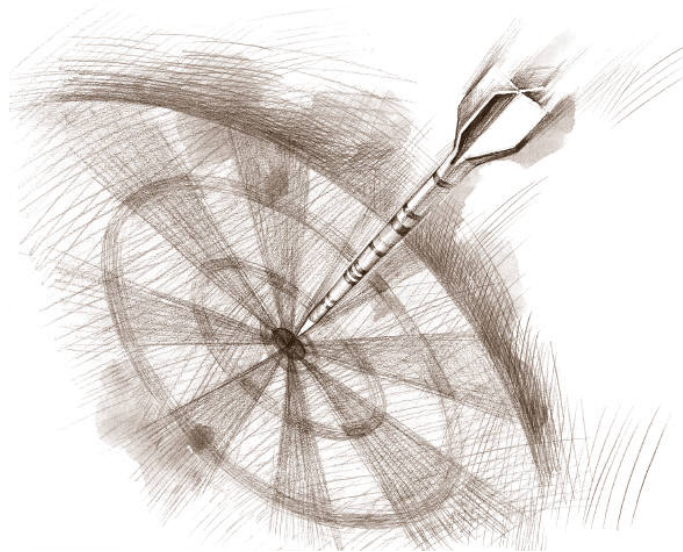




On-Target Pricing Philosophy

“With our pricing philosophy our goal is to select a price that is right on target which will, in-turn, generate multiple offers”



Rules of thumb:

- *If you are getting showings but no one is writing an offer, it generally means that you are in the range of 4-6% above market price.
- *If your numbers of showings is low and you're experiencing a lot of drive-ups but the buyers don't come in to see your home, then your home is between 6-12% over priced.
- *If no showings are happening at all, then your home is more than likely overpriced 12% or more above what the market will generate for the property.

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