

PRICE IT HOT

And You Will Get **Top Dollar** For Your Home!



HOW TO:
Get Buyers
Excited About
Your Home!



PRICE IT HOT

How Important Is Price?

**It Depends On How Important
A Sale Is To You!**



Are You In A 'Must Sell' Position?

If so, you will need to price your home right at current market value to experience a quick 'top dollar' sale.



Are You In A 'Want To Sell' Position?

If so, you can price your home slightly above current market value (+- 2%) and adjust later when necessary.



Are You In A 'Don't Need To Sell' Position?

If so, then the sky's the limit as you have all the time in the world – adjusting price when urgency increases.

**It's Not So Much Price But The Impact
Price Has On Agents, Buyers, and Lenders**

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Can You Get A Higher

Price By Hiring A Different Company?



No - All Companies Work From The Same Data

Every real estate company accesses the exact same database to retrieve the data when preparing a CMA.



But Many Sellers Are Told Otherwise

Often an agent will agree with whatever price a seller wants just to get the listing. Then as time goes by the agent requests a price reduction from the seller.



I Do Not Practice Deception With My Clients

Life is too short, and the world too small, to purposely lie to people for quick gain. Real estate sales is a referral business and you'll only refer your family and friends to me if I am a honest and hard working agent.

**Overpricing Causes 4 Problems
That Must Be Avoided At All Costs!**

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The Top 4 Price Problems

**Each Problem Effectively Kills Your
Chances For A Top Dollar Sale!**



1. Low, or no, excitement from MLS agents



2. Motivated buyers will avoid a confrontation



3. You actually help your competition to sell



4. Lenders will not approve financing

**Let's Discuss
Each Problem In More Detail**

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Pricing Problem #1

Gaining The Support Of MLS Companies & Agents



It's Going To Be Difficult To Gain Support

MLS agents will not be excited about your home when it is overpriced. And the problem doesn't go away by hiring another company.



Why Not?

MLS Realtors, regardless if they work with my company or another, know what buyers are willing to pay for this kind of home, in this area, at this time.



If I take your listing at a price over market value, MLS agents will not take their buyers to your home.

Why Not?

The Next Price Problem Provides The Answer!

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Pricing Problem #2

Gaining The Support Of Pre-Approved Serious Buyers!



‘Must Buy Now’ Buyers Will Ignore Your Home

A ‘must buyer now’ buyer is a seller who just sold their own home.



These urgent buyers are under a time limitation, needing to match the closing dates of their old home sale to their new home purchase. Their agents will take them to homes priced at market value since they do not have the luxury of time for extended price negotiations.



How Does This Impact You?

Your home is overlooked by the only group of buyers who are motivated to make an immediate purchase!

**This Leaves Us With Only Buyers
Who Are Not Ready or Qualified To Buy!**

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Pricing Problem #3

The Competition Will Have The Advantage Over You!



It's Going To Be Difficult To Compete

When you price your home above market value, you immediately position yourself for failure.



Why?

You are now competing against higher priced homes priced at market value. When buyers compare these homes to your home, they will discover they can own a bigger home with more features for the same money.



How Does This Impact You?

Your overpriced home causes these market priced homes to sell first! (In other words, you sell your competition!)

**And That Defeats The
Entire Purpose For Selling!**

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Pricing Problem #4

Lenders Will Find Out The Buyer Paid Too Much!



Now We Have A Major Problem

It is going to be next to impossible to get the sale financed. (That's if we can sell it at that price!)



Why?

Before a lender places a mortgage on a home, they first have it appraised. And when they do, the appraiser will inform the lender the buyer paid too much for the home.



How Does This Impact You?

Unless the buyer can make up the difference between appraised value and mortgage value, the sale will not close.

**Banks Always Make Sure Their Money
Is Safe Before Approving A Mortgage!**

PRICE IT HOT

Guaranteed Sale Solution

Price Your Home At Top Market Value From The Beginning



All MLS Agents Will Be Onboard

They will be excited because they know they can get their buyers excited about your home.



Motivated Buyers Will Be Onboard

They will be excited because they know they are paying fair market value for your home.



Lenders Will Be Onboard

Lenders will be excited to place mortgage money on the sale since the appraiser will give a positive opinion of value concerning the sale price of your home.

**And Your Competition Will Not Have Any
Advantages Over You During The Sale!**

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And You Will Get **Top Dollar** For Your Home!



MAX 
Realty Group

Fernando Herboso
Broker | Owner
301-246-0001



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