



What is Your **PROPERTY WORTH?**

Without a professional Realtor®, many independent sellers overestimate their property's value, which can significantly impact the final sale price. An experienced listing agent can provide expert guidance to help you price your home accurately. While the seller sets the price, the market determines the range, and ultimately, the buyer defines the home's value.

Pricing your home competitively is key to attracting the most buyers. As the pricing pyramid illustrates, the majority of buyers purchase properties at market value, with even greater demand when a home is priced below market value. By setting your price at market value, you maximize exposure to a larger pool of potential buyers, increasing your chances of a successful sale.

