



Current Market Analysis: Right Pricing! Pricing Techniques for today's Buyers' Market

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CMA Right Pricing Works! Using this approach ultimately captures a higher selling price in a shorter marketing time.

Determining a Competitive Price

- Comparable Sales frame the past.
 - ~Recent closed and pending sales are best.
 - ~Develop a static indication of past value.
 - ~Need to "time adjust" for declining prices.
- Competing Properties set the mood
 - ~Select the lowest priced direct competition
 - ~Develop a Competitive List Price for Subject.
- Right Price! to maximize selling price

Benefits of Competitive Pricing

Your property shows and sells best when it is priced at a fair market value. As the asking price increases above this value, sellers lose a greater share of prospective buyers.

- Creates a sense of urgency.
- Capitalizes on first 30 days.
- Promotes agent and buyer interest.
- Puts the seller in control of negotiations.
 - ~Multiple showings and offers.
- Results in highest price in shortest time.

Consequences of Over Pricing

- Mutes buyer interest and eliminates urgency.
- First 30 days are unproductive.
- Forfeits control to the buyer.
 - ~Results in need for price reductions.
 - ~Encourages low offers and bottom feeders.
- Extends days-on-market.
- All the while, prices keep going lower.