

Importance of Proper Pricing

- 1. Faster Sale**
- 2. Less Inconvenience**
- 3. Exposure to more prospects**
- 4. Increased salesperson response**
- 5. Better response from advertising and sign calls**
- 6. Attracts “cleaner” financing**
- 7. Attracts higher offers**
- 8. Means MORE money to sellers**
- 9. Avoids being ‘shopworn’**