

RISKS OF OVERPRICING:

- 1. Losing Potential Buyers**
 - a. The higher price above realistic market value, the fewer the buyers willing to consider your property**
 - b. Pricing your property competitively will help attract the greatest number of potential buyers**

- 2. Missing Peak Selling Activity**
 - a. A property generates the most interest among brokers and buyers when it first goes on the market**
 - b. The number of showings is greatest during this time- *if* it is priced at realistic market value**
 - c. Starting too high and dropping the price later misses the excitement and fails to generate as much activity**
 - d. It may even become necessary to drop the price *below* market value to compete with new, well-priced listings.**

- 3. Taking longer to sell**
 - a. The higher the price above realistic market value, the more time it will take to sell**
 - b. Pricing your property competitively will help your property sell in the shortest time possible**