



Peter Sterling

Fernie's Resort Realtor

cell.250.423.1989

RE/MAX[®]

Elk Valley Realty Ltd

Fernie, B.C.

At What Price Should I Sell My Home

As a homeowner, you can play an important part in the timely sale of your property. When you take the following steps, you'll help me, Peter Sterling sell your home or acreage, farm or business faster, at the best possible price.

In setting the list price for your home, you should be aware of a buyer's frame of mind. Based on a list of houses for sale in your neighborhood (which can be in the form of a printed list from myself, or online search results that you've found yourself), buyers will determine which houses they want to view. Consider the following pricing factors:

* If you set the price too high, your house won't be picked for viewing, even though it may be much nicer than others in the area. You may have told Peter to "Bring me any offer. Frankly, I'd take less." But in that list of houses, yours simply looks too expensive to be considered. Not a great idea, for selling.

* If you price too low, you'll short-change yourself. Your house will sell promptly, yes, but before it has time to find the buyer who would have paid more.

NOTE: Never say "asking" price, which implies you don't expect to get it.

To determine the proper list price, contact Peter Sterling and have him provide you with the following professional services:

- * Furnishing comparable sales.
- * Analyzing market conditions.
- * Helping to determine offering incentives.
- * Estimating your net proceeds.
- Buyers Agreement Plan

Peter Sterling