

# The NRG Home Pricing Guide

Selecting the optimal price for your home requires objective evaluation of your property, research of comparable properties, and an understanding of current market activity. A qualified agent can assist you in determining the right price that will

- ◆ **Attract buyers**
- ◆ **Allow you to earn the most money possible and**
- ◆ **Help you sell as quickly as possible**

You want to avoid overpricing as price is the number one factor that homebuyers use to determine which houses, they want to see. Remember, the home owner sets the price, but the value of the home is determined by the buyer. Overpricing can cost you in the end.

When a home has been priced correctly, you can anticipate the following:

- ◆ Exposure to more buyers
- ◆ Increases Realtors® response
- ◆ Attracts higher offers
- ◆ Faster sale
- ◆ More money to the seller
- ◆ Avoids being shopworn from being on the market too long

When it has been overpriced, you may likely run into issues such as:

- ◆ Potentially qualified buyers will be averted
- ◆ Attracting the wrong buyers
- ◆ Similar yet less expensive homes will likely sell first
- ◆ Appraisal problems leading to loan rejections
- ◆ Create long exposure periods making buyers wary of the property
- ◆ Extended time on market and possible price reduction

There is no exact price for real estate. However, by understanding comparable properties, the current market, the condition of your property, and evaluating the various factors that you require from the sell, the right price for your house can be determined.



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