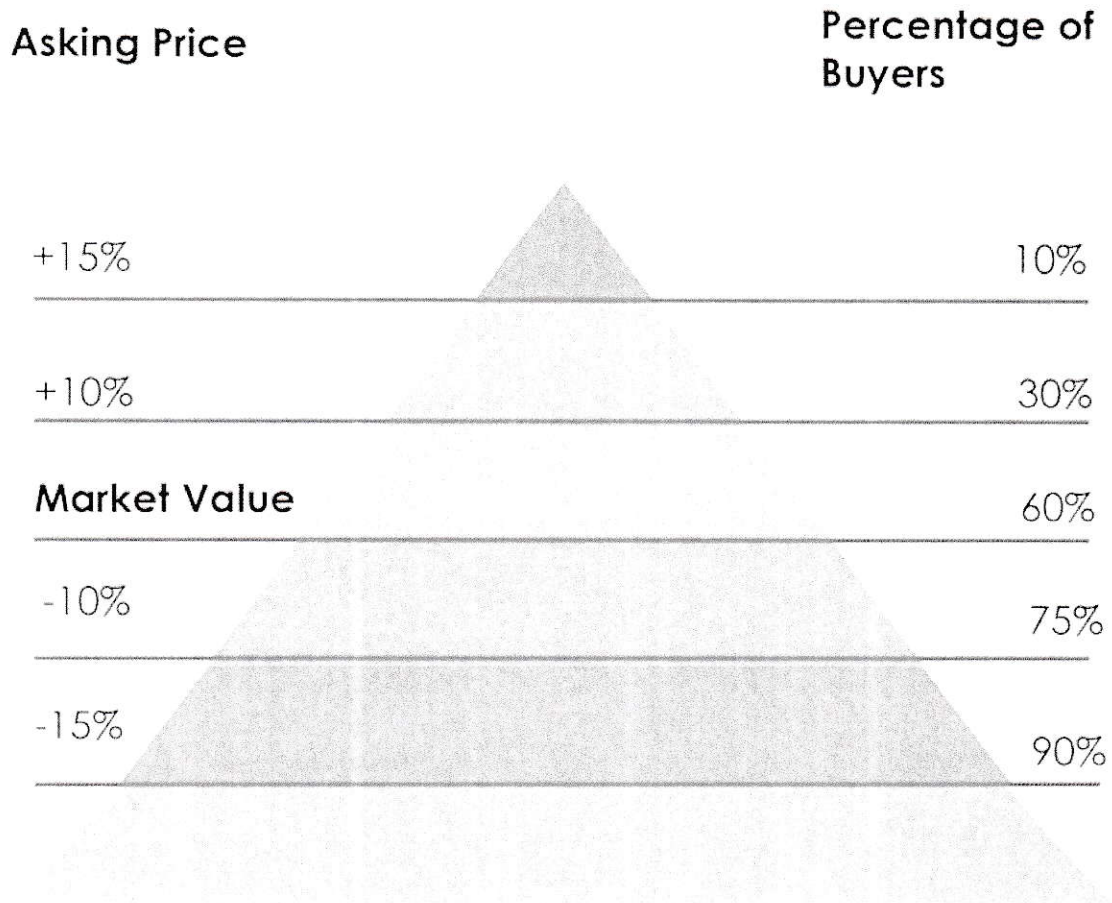


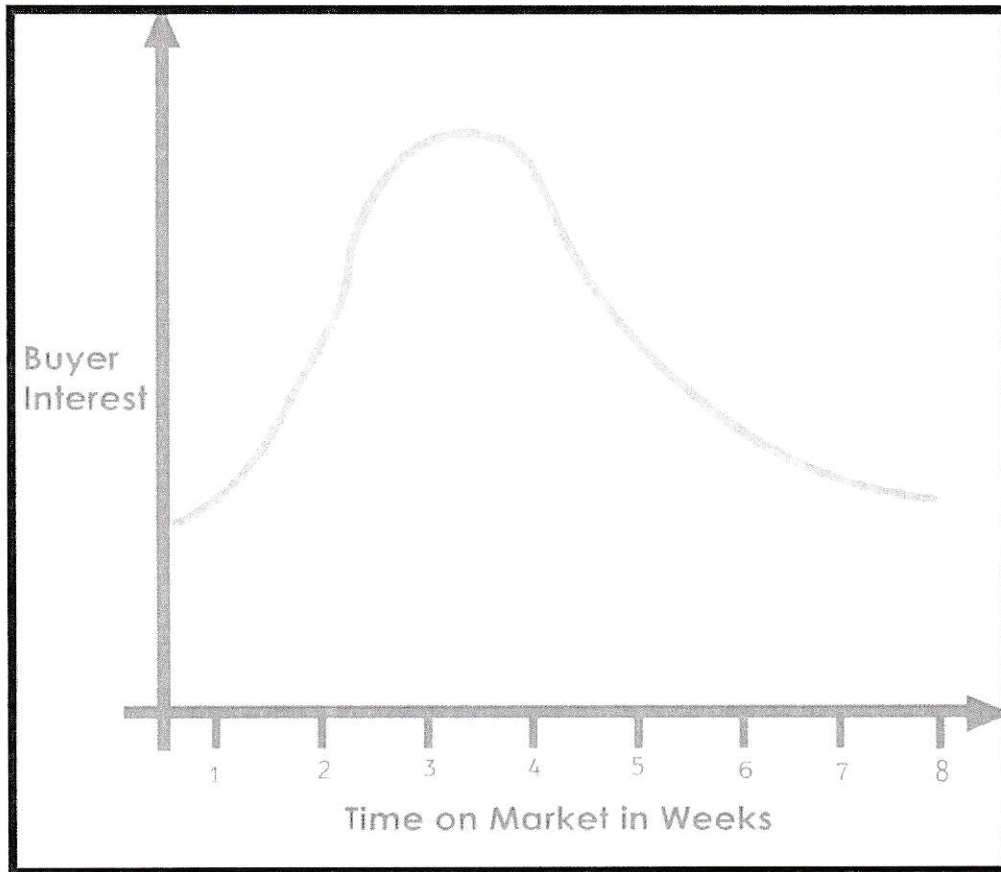
THE IMPORTANCE OF INTELLIGENT PRICING



A competitive price will attract more prospective buyers.

As the graph illustrates, more buyers purchase properties at market value and below. A significantly lower percentage of buyers purchase above market value. Pricing your home at or below market value will expose you to a greater number of prospective buyers and increase your chances of a timely sale.

SELLING PRICE VS. TIMING



It is important we price your home properly from the start, while buyer interest is high.

Timing is extremely important in the real estate market. The above graph illustrates the importance of placing your property on the market at a realistic price and terms from the very beginning. A property attracts the most excitement and interest from the real estate community and potential buyers when it is first listed; therefore it has the highest chances of a sale when it is new on the market.