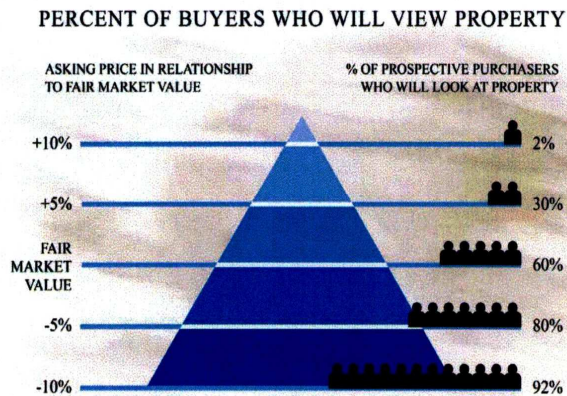
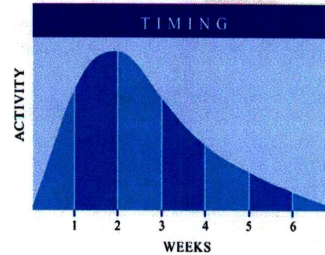


THE DANGERS OF OVERPRICING

An asking price that is beyond market range can adversely affect the marketing of a property.

- ❑ Fewer buyers are attracted, and fewer offers received.
- ❑ Marketing time is prolonged, and initial marketing momentum is lost.
- ❑ The property attracts "lookers" and helps competing houses look better by comparison.
- ❑ If a property does sell above true market value, it may not appraise, and the buyers may not be able to secure a loan.
- ❑ The property may eventually sell *below* market value.



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