

PRICING



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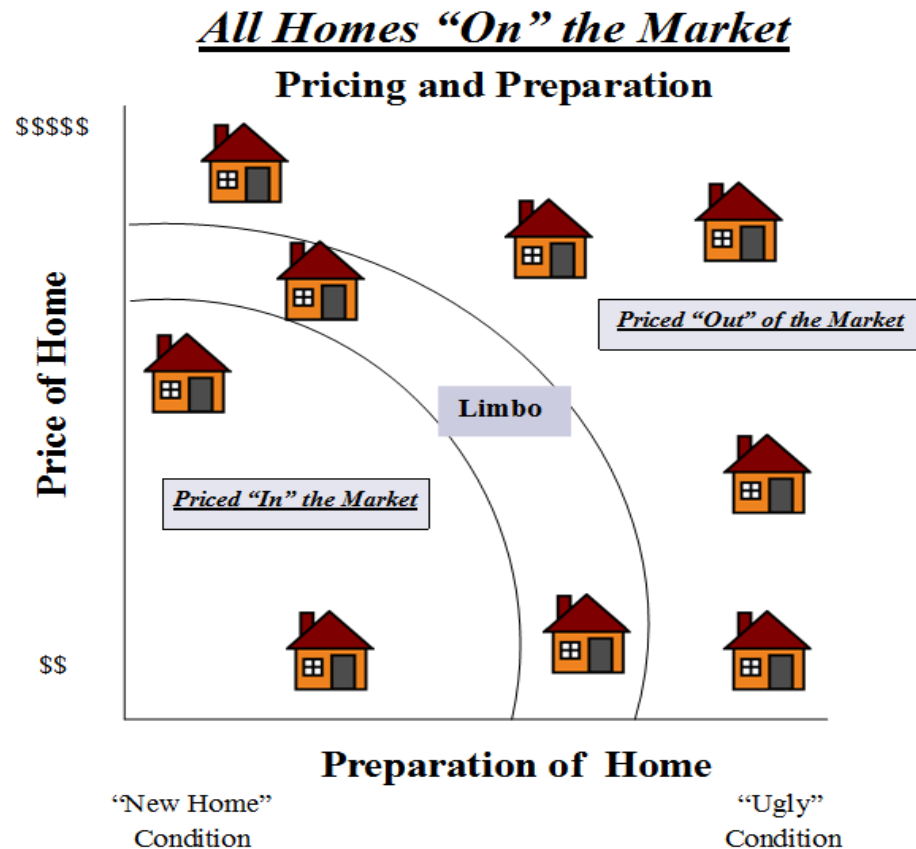
WILLIAM DAVIS REALTY

DALLAS FRISCO HOUSTON

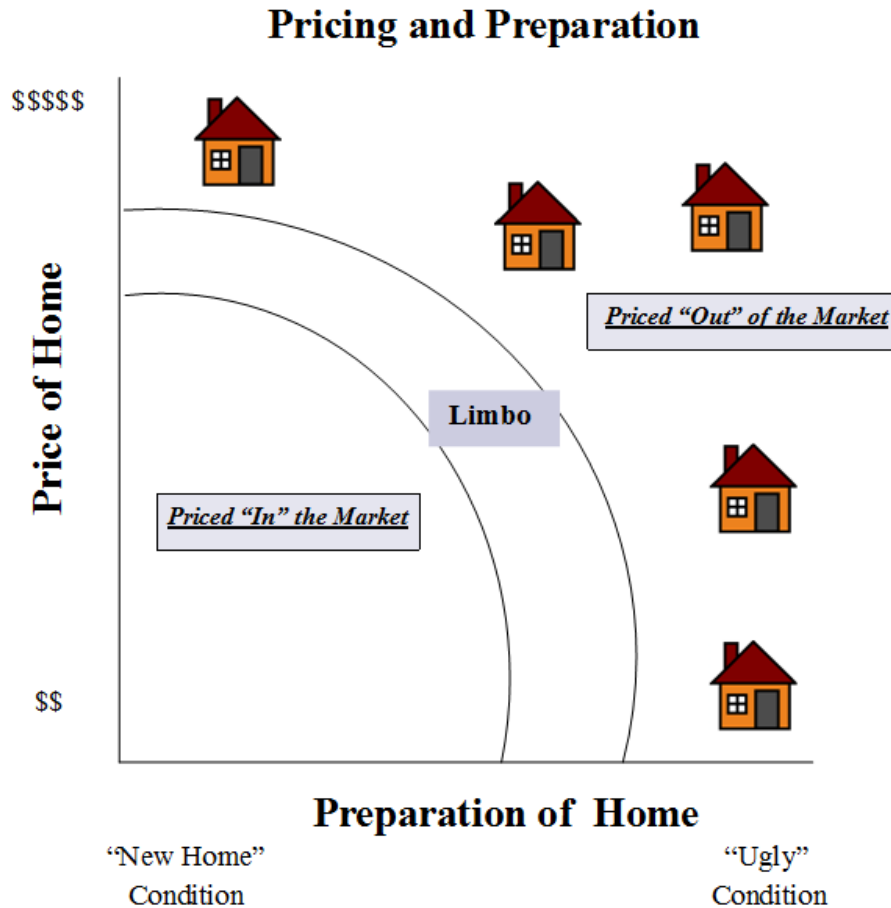
- The price that a willing buyer will pay for a specific style home in a specific location is considered what the “Market will Bear” price for that home. Two exact homes built in two different areas of the country will command two different prices the buyers are willing to pay, given all is equal with the homes.
- My in-depth (SMA and CMA) analysis provides quantitative data that supports pricing of your home at the range the “Market will Bear” at the time you are wanting to sell and in the condition it is in.
- Pricing and preparation go hand in hand; there is a direct correlation between the two as the graphs below will show.



The graph below shows all homes that are exactly alike that are “On” the market, the x-axis gauges the condition of the homes from pristine condition to ugly (needs lots of work) condition, the y-axis is the price (dollar value) of the homes from least to most.

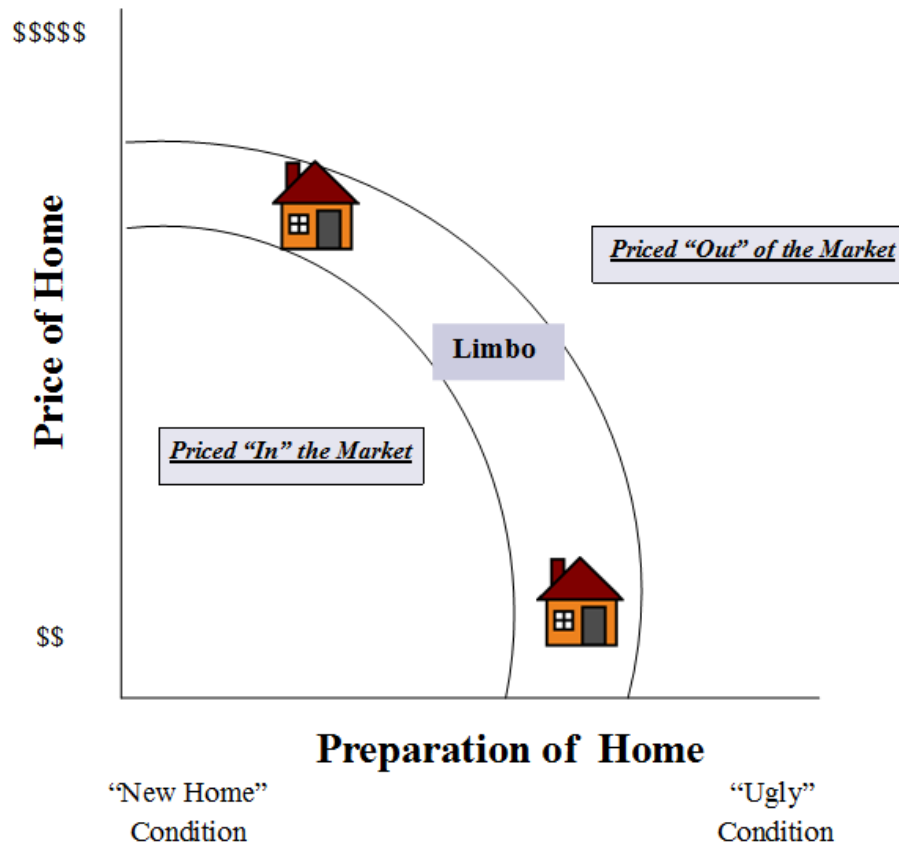


Below the homes in the graph are ones priced “out” of the market, either they are too ugly to buy at \$\$ or priced too high for that style and location



The homes below are what we call in “Limbo”, buyers cannot decide whether that price is reasonable given the condition of the home. One needs lots of work and priced lower, the other one is in great condition but priced too high for the market.

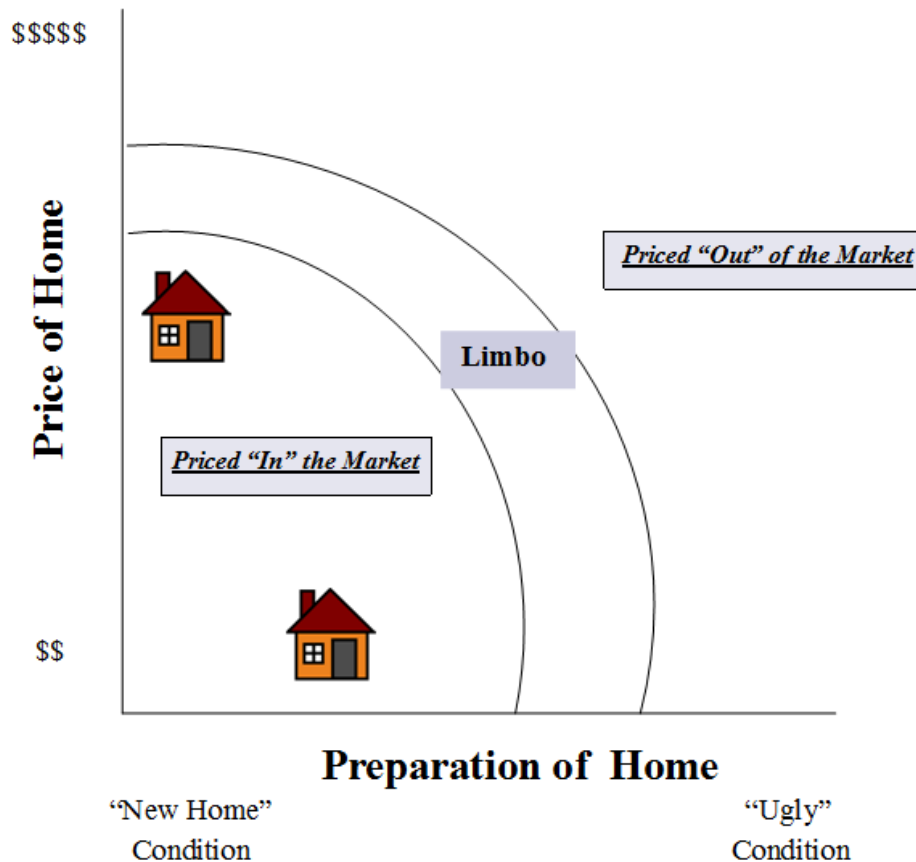
Pricing and Preparation



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Lastly the homes below are priced “In” the market even though they are in two different conditions. One is in great condition and is priced higher than the one that needs some minor work.

Pricing and Preparation



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- ✓ Preparation is critical today in getting a buyer to pay “top dollar” for a house that looks “top dollar”.



ARE YOU READY TO SELL?

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If this sounds great to you just give me a call and we can get started on the path to getting your home SOLD at the highest price in the shortest amount of time.

