



Money On The Table

None of us wants to “leave any money on the table”. What does that mean to a seller? It usually means that we are afraid to price our property too low. While it is true that if we price a property too low, it will probably sell fast and we might have been able to get a little more money for it. But, what about the other side of the coin? What if we price our property too high?



If we price a property too high, people that look at it (including real estate brokers) will know that compared to other properties in the area, we are asking too much. It may not be shown or may be only shown to demonstrate that other properties are good values. In either case, it will probably be on the market for a long time. If it is on the market for an extended period of time, there will be costs. Some or all of the following items will have to be dealt with: mortgage payment, insurance, utilities, maintenance, and/or taxes. What would these add up to if the property is on the market for an extra year or two?

Maybe your strategy is to start with a high price and then, if nothing happens, lower the price until it sells. However, it seems that once a high price is established, its hard to lower it enough to generate interest. A bunch of small reductions often have the affect of having brokers ignore the property. Buyers who look at the property will often make low offers, since lots of small reductions might indicate a desperate seller. Sales statistics seem to show that starting with a high price results in a lower sale price then would have been achieved if the property was priced right in the first place and further it takes longer. The net result would actually be taking much less money off the table!

So, whats a seller to do? The best strategy is to consult with one or more brokers who can perform a computer based Comparative Market Analysis (CMA) for you. The CMA will evaluate your property against recent sales of similar properties in the area. The comparison will consider location, construction, condition, size, age, and many other factors to estimate a reasonable listing range. Armed with this information you will be able to establish a good (reasonable) initial price for your listing

For All Your Real Estate needs Call...



Annie Ginsberg
Grand Lake's most Responsive Agent!!
RE/MAX - Resorts of Grand County
728 Grand Ave./PO Box 39 - Grand Lake, CO 80447
800-982-2155 - 970-627-8001- 970-531-2852
anniegins@rkymtnhi.com

