

Pricing Your Home

Many of the most motivated buyers will shop the house its first week or two on the market. Overprice it and many good potential buyers will never see it again. A well-priced house not only sells quicker, it may even get competing bids, driving up the final score beyond the originally asking price.

You want to price your home low enough to produce a quick and efficient sale, but still high enough to get a reasonable return. Therefore, it is essential to determine a “fair market value.”

Fair Market Value: Amount at which an asset would change hands between two parties, that both have knowledge of the relevant facts. Also referred to as market price.

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A critical task a listing agent performs is to qualify the potential buyer early on and continuously. Accepting an offer from an unqualified buyer can eat up both time and money. This leaves a house off the market for weeks before the seller finds out the transaction is not going through.

Strategic marketing and negotiating are perhaps the most complicated and important efforts that agents and brokers do. Securing the absolutely best price and options for you is our goal. Unlike generic real estate companies, we don't try to put a round peg into a square hole.

At Tucker Associates we deploy personalized action plans:

1. After a thorough evaluation, we will give you a very honest opinion of the fair market value for your house. This is your home. As your trusted advisors, we will find a price range that you can work within.
2. Our master marketers engage in profiling your home's most attractive features. Having an in-house creative team of experts, we are agile in deploying a luxurious portfolio of impressive sales tools.
3. Carefully listening to you, never losing site of your desires, our agents will coach you on the intricacies of crafting a sales contract. We will do the best job possible guiding the outcome towards your goal.
4. Never becoming influenced by the buyer, we will close the transaction the way you want – yet ensuring both parties are pleased with the final terms. Fair and honest disclosures are the way we negotiate, earning your full confidence that our agents represent your best interests.