

# Price Is the Deal-MAKER and Deal-BREAKER

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First of all, *I will never encourage you to price your house higher so I can get greater commissions.*

Please read that sentence again.

Pricing your house RIGHT is the most important thing you will do. Location matters to the Buyer...and condition of your house matters to the Buyer...but PRICE is the deal-maker or deal-breaker.

Here is my recommendation: Let's take a serious look at comparable houses that have sold in the last year and establish a market value range for your house (i.e. "your house is worth between \$250-\$275,000"). **Then you decide the lowest price you can take without being upset.** I'm not asking your bottom dollar. In fact, I don't want to know it. I'm saying price it as low as possible but where you are not mad at the closing table.

Now you may be asking "why price it as low as possible?"

Unrealistic expectations will almost always get realistic results. In other words, if you price it too high it will sit with little or no traffic and no offers. The market is a brutal educator.

If you price it high you'll wonder why people don't like it...they're all stupid...you lower the price \$5k...they still don't buy...3 months has passed...you lower it more...now you're mad... you're frustrated...you're tired of keeping the house show-ready and tired of leaving every time someone wants to see it...you're losing sleep...the last 5 months has been aggravating at best...then you finally price it where it should have been priced in the first place and it sells.

If you price it right in the beginning you will get traffic, interest and offers within a reasonable amount of time. The whole experience will be positive.

My goal is for your house-selling experience to be pleasant. Price it right in the beginning and it will be.

Respectfully,

*Mike*

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