

PROPERTY PRICING ADVICE can be hard for Home Sellers to swallow!



© Real Estaging 2007



REAL ESTAGING®
unforgettable property transformations

131 South Lincoln Avenue
Park Ridge, Illinois 60068
847.384.9369

Real Estaging is a sister company to Craig Interior Design, and a division of Concinnity Corporation

"GULP!"

Home Stagers are sometimes placed in "funny spots" when working with Home Sellers. Often, after working in a seller's homes and transforming the homes in ways they never considered, sellers REALLY start to TRUST us. Frequently we are asked what the property should be listed for or sold for once the staging is complete.

Home Sellers need to understand that while the work the Stager does can INCREASE the listing price, determining just what the price should be is NOT a stager's job. Since every market is different, this is one of the KEY responsibilities of the Realtor. However here is what every seller needs to understand regarding pricing their home.

TIPS FOR DETERMINING PROPERTY VALUES

A Sellers Property Market Value is NOT based on:

- What is invested in the property
- What they need to get out of the property
- What it is appraised for
- What the neighbor's property sold for
- What the tax office says its worth
- What it is insured for
- Personal memories and treasures
- The prices of homes the seller is moving to

TRUE Property Market Values ARE based on:

- TODAY'S PRICE, which is what the buyer is *willing* to pay

And... TODAY'S HOME PRICES are based on these 7 points:

1. Today's real estate market
2. Today's market competition
3. Today's financing options
4. Today's economic conditions
5. A buyer's *perception* of the property's condition
6. Location-Location-Location of the property
7. Normal marketing time

Sellers CAN control the following:

- The price of the property that they ask for
- The condition of the property (stage it!)
- Access to the property

Sellers CAN NOT Control the following:

- Market conditions
- The motivation of their competition
- The overall value (as described above)



The above information, authored by Craig Schiller of Real Estaging, was selected to be a **FEATURED POST** Nov. 9, 2006 on ActiveRain.com. ActiveRain is an online informational resource serving the real estate industry.