



6 Truths About Today's Marketplace that Every Seller Should Know

Truth #1: Buyers buy after "shopping around". In their search for the best buy they are comparing your property to the others currently on the market.

Truth #2: Sellers control the pricing and saleability of their homes but buyers control VALUE. A property is worth what the market (buyers) will pay.

Truth #3: If a property sits on the market for more than a few weeks it gets shop worn (stale... like an old donut). Price it right in the beginning while it is fresh and buyer interest is at its peak.

Truth #4: Most properties must be sold three (3) times...

- First...to the real estate agents who have the buyers. If they don't see it as a decent value, they may not show it.
 - Second... to the buyers. If they don't see it as an attractive offering, they'll look elsewhere.
- Third... to the lender who will make the loan and the lender's appraiser. If this group doesn't see the value... no loan.

Truth #5: What it means if...

- No showings: Agents don't see your offering as worthy of showing to their buyers. Or, buyers themselves aren't interested enough to look.
 - No Offers: Buyers don't see enough value to even negotiate or try to buy.

Truth #6: Overpriced properties actually help well-priced properties sell.

Call me. I am always happy to help and guide you to ensure your selling process goes as smoothly as possible. Karyn Murphy 708.278.6996 Managing Broker and Owner of
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The above checklist is for informational purposes only & is not a substitute for legal, tax or other professional assistance.

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