

## COMMON MYTHS

**MYTH:** “Property condition is not that important to buyers.”

**TRUTH:** WRONG! A property in superior condition will sell faster and for a higher price than a home in average condition. Buyers purchase properties that are most appealing and a home in great condition with a reasonable asking price tops the list. Sellers that invest in necessary repairs and keep their home clean and fresh reap the rewards!

**MYTH:** “Empty homes are harder to sell than occupied homes.”

**TRUTH:** Vacant homes often sell faster for several reasons, but again it all depends on condition. A vacant home that is clean, in good repair and priced fairly will sometimes sell fast because the rooms will appear larger without furniture and clutter, buyers can easily visualize their furnishings in the home and most agents prefer to show vacant homes because they can go anytime without worrying about making appointments, etc.

**MYTH:** “Pricing a home for sale is a mysterious process.”

**TRUTH:** Your home will sell for what the market will bear. To determine the range of value for your home, it takes a solid knowledge of the market and because every home is unique, your home will sell more near the high or low end of the range depending on its specific attributes like location and condition. We utilize a computer database along with years of experience to help you decide where to set the price. It is not simple, but it isn't mysterious either.

