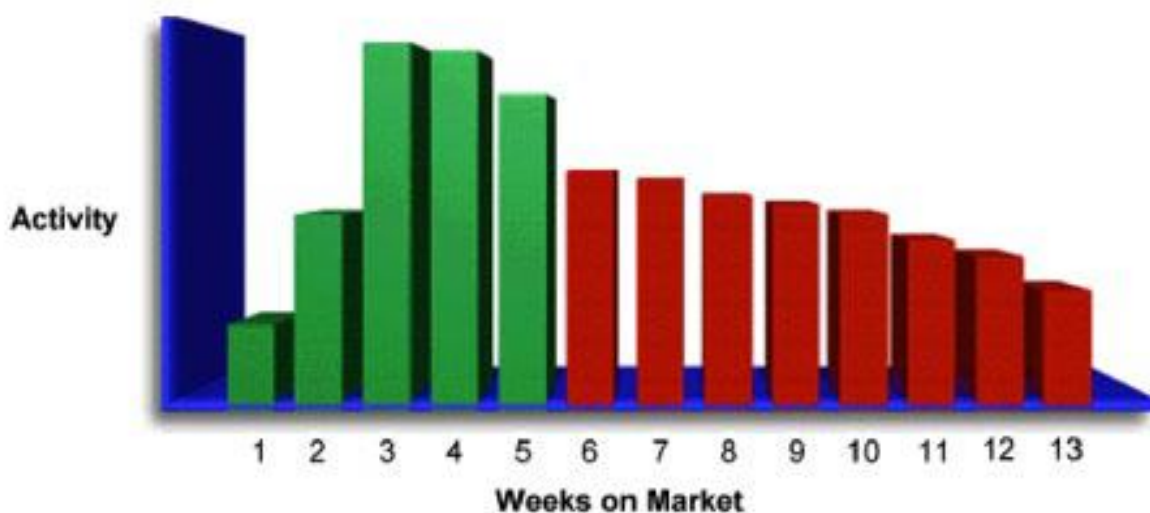


## PRICING DURING THE “GOLDEN WINDOW OF OPPORTUNITY”

The dynamics of attracting those qualified, motivated buyers who will pay top market value for your home is complex. That’s because experience shows that you’re far more likely to get top market value if you sell your home during a certain “golden window of opportunity” during the listing. In short, timing is crucial.



With the exception of hot, sellers’ markets, homes generally attract the most interest and activity among buyer prospects and their agents during the second to fourth or fifth weeks they’re on the market.

Beyond five weeks, your home will increasingly be viewed as a stale listing – i.e. as a commodity with a history of being rejected by other buyers. Consequently, there will be less market buzz, less showings, less offers and less likelihood that you’ll get your asking price.

**This is why it is crucial to price your home correctly right from the beginning so that you get and accept a solid offer during the three or four week “golden window”.**