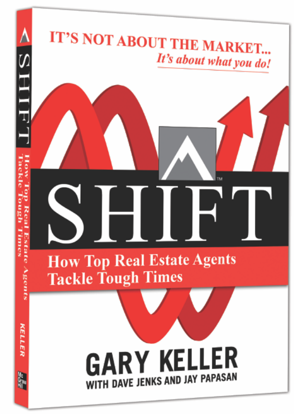
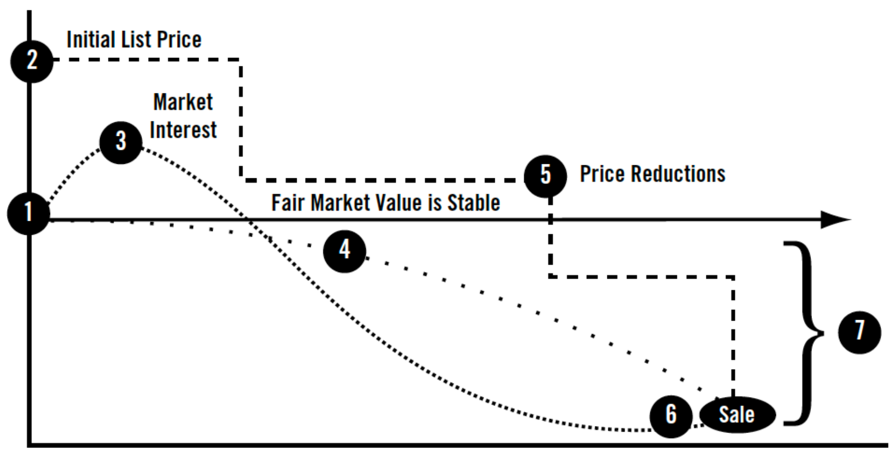
SHIFT



THE COST OF OVERPRICING IN A STABLE MARKET – FIGURE 33

THE COST OF OVERPRICING IN A *STABLE* MARKET



(1) Fair Market Value is driven by what buyers will pay for perceived worth.
(2) Seller hopes a higher initial price will draw a higher offer.
(3) Market interest is highest for new listings and wanes after two to four weeks.
(4) As listings become "stale," market psychology reduces the Salable Price.
(5) Price reductions are necessary to attract buyer attention.
(6) The actual List Price corresponds with the current Salable Price.
(7) As counterintuitive as it seems, properties initially priced above fair market value tend to sell for less than they could have if their original prices had looked more attractive to buyers.