



Understanding the Real Estate Market

1. If our house is not being shown, it means agents think our price is too high for that neighborhood. **Recommendation: A significant price adjustment.**
2. If our house is being shown, but not getting any offers, it means the buyers are finding nicer homes for the money. **Recommendation: A moderate price adjustment.**
3. If our house is in the running, but the buyers buy something else or if the buyers view the house a second time, but buy something else, it means that the pricing is close to the right point. **Recommendation: A minor price adjustment.**

According to NAR, if a house is priced correctly, you should get **one offer for every 10 showings**. In a normal market, you should get **1-2 showings a week**.

Make A Commitment: I will review all my listings for accurate pricing.

Deadline: _____