

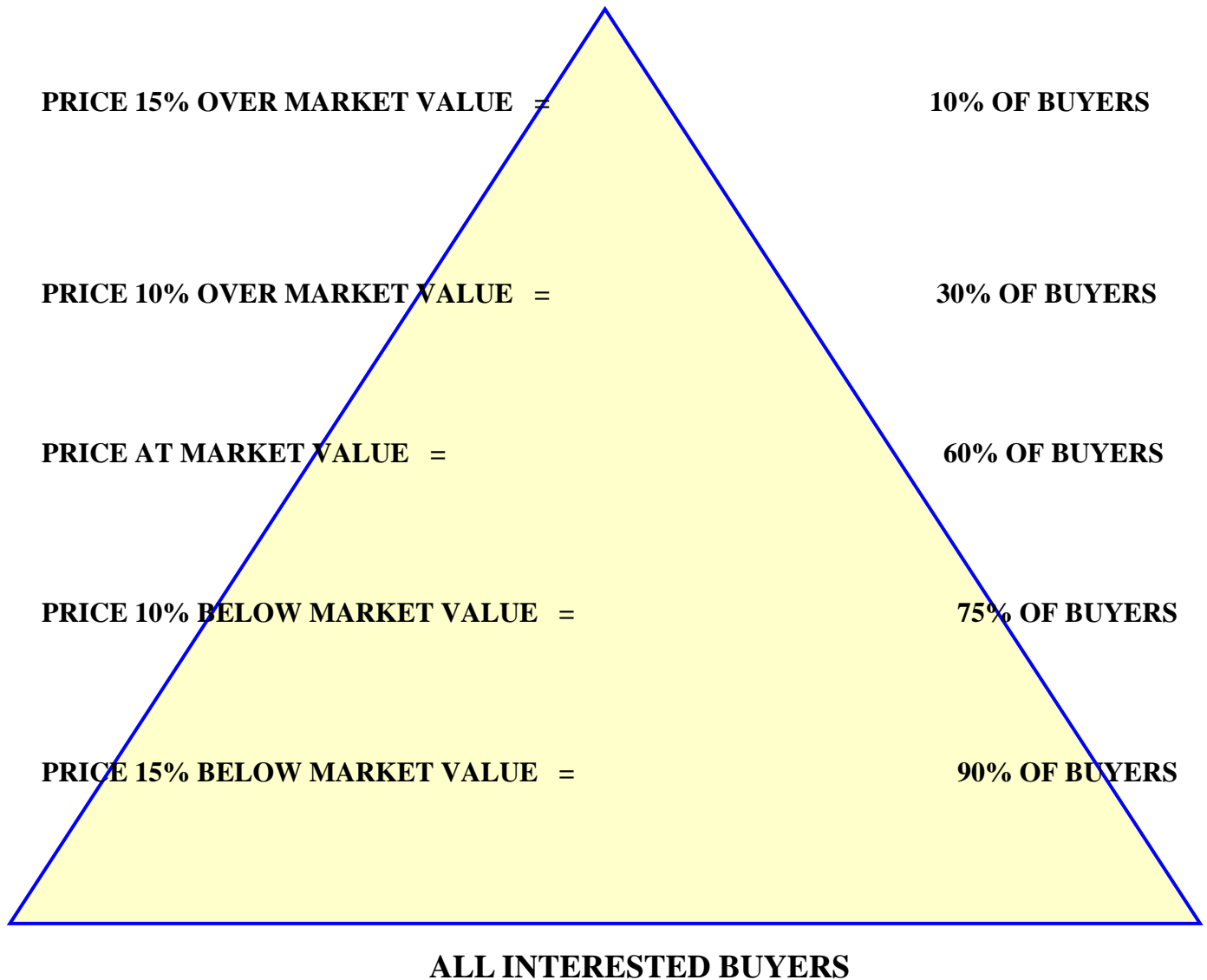
PRICING IN FRONT OF THE MARKET = SALES SUCCESS

IF YOU.....

YOU WILL ACHIEVE.....

PRICE TO MARKET VALUE

% OF BUYERS INTEREST



The key to success is to position your home in front of the current market value (what buyers have paid for similar properties) versus reacting to market activity through planned/necessary reductions.