

Your Real Estate Advisor



After you decide to sell your home, setting the correct asking price is the most important decision you will ever make. Once the potential buyer knows your property is for sale, price is often the first thing he or she sees, and many homes are rejected by potential buyers, just for not being in the appropriate price range, even before they ever get a chance to see it.

Every owner wishes to receive the highest amount of money when he or she sells his/her home. So the most common is to set a high price, thinking that you are willing to lower it in the future.

But setting a high price usually produces less money at the moment of sale, than setting a price according to market value, from the beginning. How is this? Well, people looking for a home at your set price, will eventually reject your home in favor of a similar one at a reasonable price.

And here is the true reason. Many Realtors whom could sell your home, will automatically eliminate it from their visiting tours with buyers because they know your price is high. They are motivated to show properties with a real chance to be sold, as their job is done in exchange for a commission. They know the price, and they do not want to loss their time.

You see a high price thinking that eventually you will lower it. The problem is that the Realtor and potential buyers do not see it that way. They see it as "too expensive" property. Few months later, no positive results, you decide to lower the price, but that's too late because your home has been identified as a home with an excessively high price.

You decide to lower the price even more, but nothing happens. Finally, you set a price so low to be able to sell, that you never thought you would do that. That is how, at the sale, you obtain a reduced margin. For having set a high price from the beginning. Think the following: the money that you lost is not only the reduced margin, but mortgage payments, interests, taxes, insurance, etc... that accumulates while you wait for the sale of your home. This happens every day.

The fact is that the Owner is responsible for: how much and how fast he or she sells his/her home.!!!

These are some of the most important reason why you should hire a serious Realtor®, who will prepare a "Property Evaluation" according to market value and an appropriate "Marketing Plan".

This only way you will benefit from the following:

- 📁 The proper price, to get the maximum benefit.
- 📁 The sale in the least time possible.
- 📁 Protection from unnecessary visits to your home.
- 📁 The proper attention to potential prospects who are qualified to see and buy your home.

De La Guardia Group combines many years' experience, a thorough understanding of the real estate market, and cutting-edge technology to provide buyers and sellers with competent advice and proven results.

