

TOGETHER WE WILL DETERMINE THE BEST PRICING STRATEGY



**HOUSES SELL QUICKLY & FOR THE HIGHEST PRICE
WHEN THEY ARE PRICED PROPERLY IN THE BEGINNING**

The excitement of a newly listed property creates urgency for buyers and agents - homes receive their highest and best offers during this time.



Barbara Lasky
(520) 918-7494
blasky.LongRealty.com

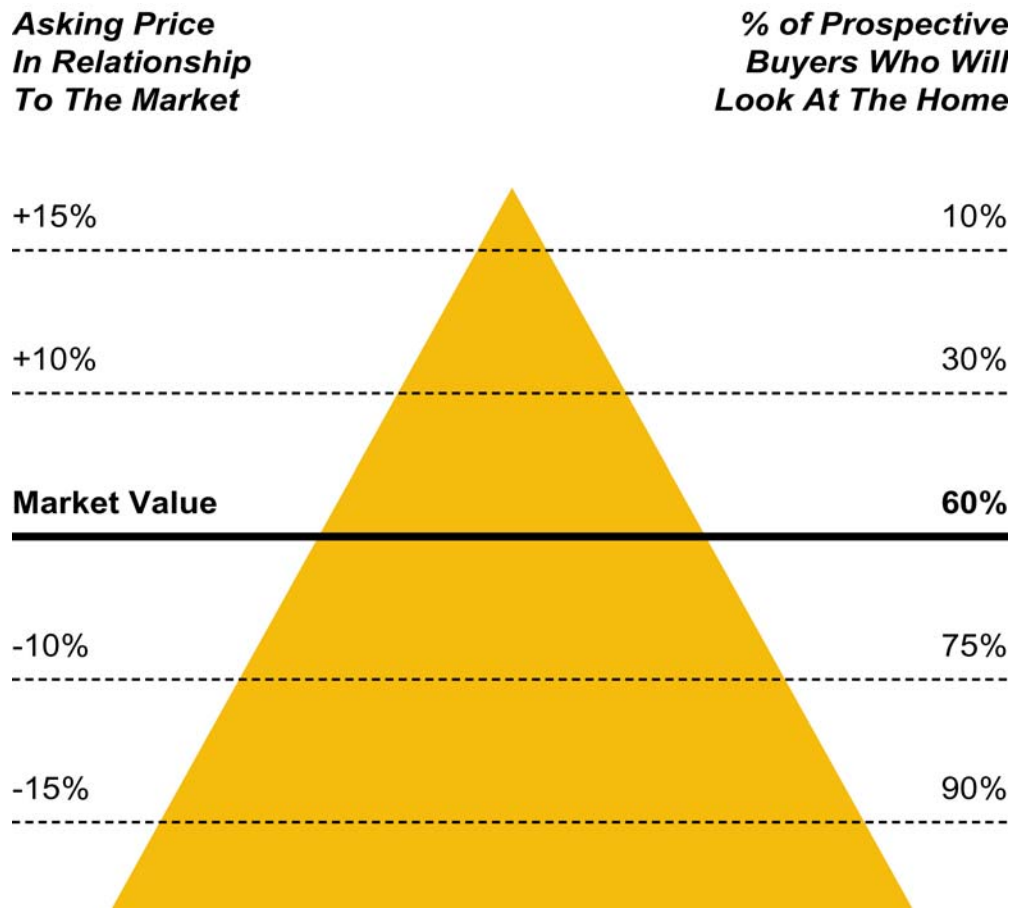


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REALTY
MORTGAGE
TITLE &
INSURANCE

PRICING YOUR HOME TO GET THE HIGHEST REALISTIC PRICE



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PROPER PRICING ALLOWS YOU TO OBTAIN THE HIGHEST POSSIBLE PRICE

1 PROPERTIES PRICED RIGHT:

- Increase showings
- Bring more interested buyers
- Creates ease in appraisal process
- Keeps the prime market momentum...the first 30 days
- Send a message to buyers about your motivation

2 THE VALUE OF YOUR HOME IS NOT AFFECTED BY:

- The amount of cash you need from your sale
- Your investment in improvements
- What other real estate agents say it is worth
- Your original cost
- What an appraiser said your home was worth



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When You Put
**LONG REALTY &
Barbara Lasky**

In Motion For You, Consider Your Property...



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