

# *Good Vibes* *Real Estate*

## INTELLIGENT PRICING

**A competitive price will attract more prospective buyers.**

As the triangle graph above illustrates, more buyers purchase their properties at market value than above market value. The percentage increases even further when the price drops below market value. Therefore, if you price your property at market value, you are exposing it to a much greater percentage of prospective buyers, and you are increasing your chances for a sale.

