

## Answers to the Most Commonly Asked Questions:

### *HOW CAN I GET THE HIGHEST PRICE FOR MY PROPERTY?*

Your decision to sell your property is one that **Myra Pruitt** takes very seriously. It is her goal to sell your home in the shortest amount of time, at the highest price, and with the fewest hassles. In order to do that, Myra will conduct an analysis of similar properties that have been placed on the market—especially those that have sold. Based on that analysis and the timeframe you establish for selling your property, she will recommend a price for your property that will allow it to be sold in the shortest amount of time.

Research shows that the longer a property is on the market the more difficult it is to sell. In order to establish the proper selling price, she will provide you with the information you need, which includes the analysis and other factors to consider. Once you list your property with us, she will constantly monitor these market indicators and keep you informed of any pertinent changes.

### *WHAT HAPPENS IF I OVERPRICE MY PROPERTY?*

1. Many potential buyers won't look at your property because they assume it is out of their price range.
2. Comparison shoppers will be encouraged to bid on another property. In essence, you are helping to market someone else's properly priced home.
3. Properties left on the market for extended periods of time become shopworn.
4. Buyers assume that something is wrong with the property or it would have been already sold.
5. Other agents are less likely to show your property to their buyers.

### *HOW QUICKLY CAN I SELL MY PROPERTY?*

Of course, you want to sell your property quickly, and that is **Myra's** number-one goal! The length of time your property is on the market is directly related to the selling price. If a home is not selling, the marketplace is saying the property is not priced properly. As you make your decision to sell, she'll talk with you regarding timelines for selling the property, and make recommendations to you regarding pricing and the factors that may influence the price.

### *HOW MANY BUYERS WILL LOOK AT MY PROPERTY?*

**Myra** knows that selling is not only an important decision, it can be an inconvenience to you as well. Nothing is more frustrating than showing a house to a buyer who is not serious about purchasing or is financially incapable of buying your home.

To minimize unnecessary showings, Myra spends a great deal of time interviewing potential buyers to determine their level of interest, dreams, and financial abilities. This ensures that she will only show your property to people who are truly looking for your type of house and that they are able to afford it should it meet their needs. By spending this extra time with buyers, she will show your property to fewer people, but experience has shown that they are better prospects and more likely to purchase your home.

*This report is compliments of:*

**Margie P. Miller**

**Call: 334-224-6354**

**E-Mail: [SOLD@MargiePMiller.com](mailto:SOLD@MargiePMiller.com)**



**Montgomery Metro Realty**  
4180 Carmichael Road  
Montgomery AL 36106  
Toll Free: 800-844-6387

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