

Pricing your home to sell in Today's Real Estate Market

Three things you will learn today - *Understanding "your" market*
- *Major factors impacting price*
- *The risk of overpricing*

1. Introduction and outline.
2. Recent Events impacting Real Estate
3. Quiz – What impacts a home's value?
4. The real estate market is great!
 - a. What is today's real estate market and the impact on pricing
 - i. National News
 - ii. Various cities in our region
 - b. Understanding the current Williamsburg market
 - i. By price range
 - ii. Select locations
 - iii. Basic supply and demand in our housing market
5. Other factors
 - a. Photography's role in the on-line world
 - b. Staging
 - c. Market timing
6. BREAK -
7. Factors Impacting Price
 - a. Location
 - b. Condition
 - c. Neighborhood solds vs. Neighborhood listings
 - d. Square Footage
 - e. Upgrades and Updates
8. The Risk of Overpricing
9. Open Questions
 - a. The listing agreement
 - b. Double Jeopardy when negotiating your sale
 - c. General Q&A regarding contracts or anything else