

Sellers – Did You Know?

- Over-pricing causes longer time on market, stigmatizes you and your home, attracts fewer or no or low offers, lowers eventual sale price.
- Publicly available online so-called valuation tools can be 200%+ higher or 40% lower than actual sale price when listed by qualified agent.
- Average For-Sale-By-Owner nets \$35K less than if they had used a qualified agent.
- I pride myself on netting you highest price possible. My top-notch Comparative Market Analysis and pricing strategy include in-depth research of your home, relevant Solds, competing Actives – and 13 years' experience in this market.
- Early offers are usually the best ones; longer time on market will bring lower offers, not higher.
- The market determines your selling price, not you.
- You're selling to the buyer's lender's appraiser. I take steps to maximize your value.
- Marketing materials matter: Buyers and appraisers can't reward features they don't know about.
- You'll only recoup 64% of renovation costs on average. I research your competition and can advise what to do – or not.
- If your listing is not move-in-ready, buyer demand and price shrink. I know ways to overcome this.
- I have developed 9 tactics to bring you highest price, quickest close, no-surprises peace of mind for a smooth, stress-free closing.
- Most unrepresented sellers don't know what they don't know – this can cost you dearly! Two words can cause much lower offer prices.

I welcome your questions! I look forward to scheduling with you a free, no-obligation conversation by phone or in person. Call today!



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