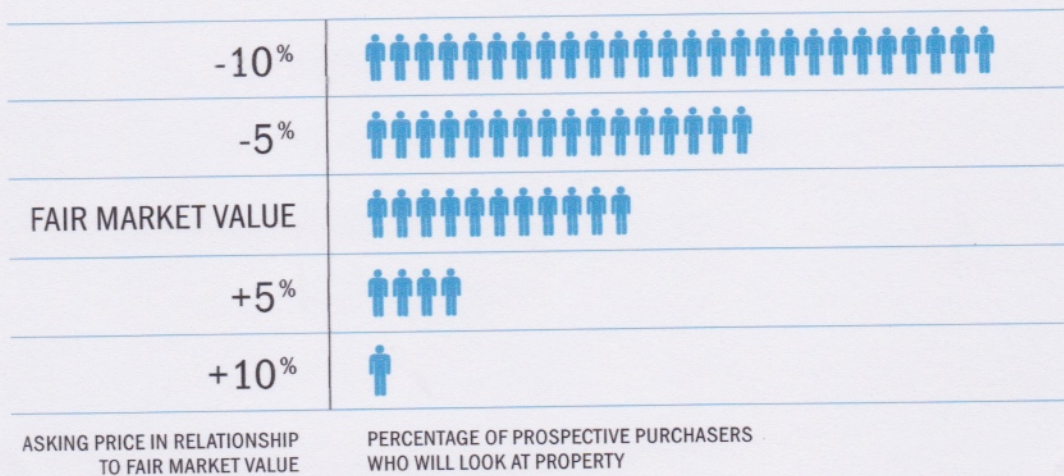




PRICING STRATEGIES

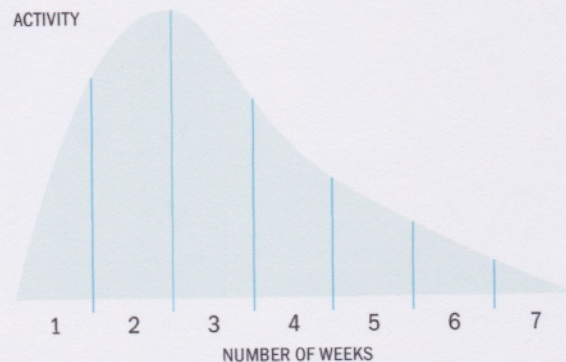
We use market-tested research to find the right listing price for your property.

PERCENTAGE OF BUYERS WHO WILL VIEW PROPERTY



WHY THIS STRATEGY WORKS

- Properties priced at market levels indicate proper appraising, assisting in the buyer's ability to secure a loan.
- More buyers are attracted, and more serious offers are received.
- Marketing time is shortened, with immediate activity from the moment the property becomes available.
- Increased activity on the property can often cause it to sell at or above asking price.

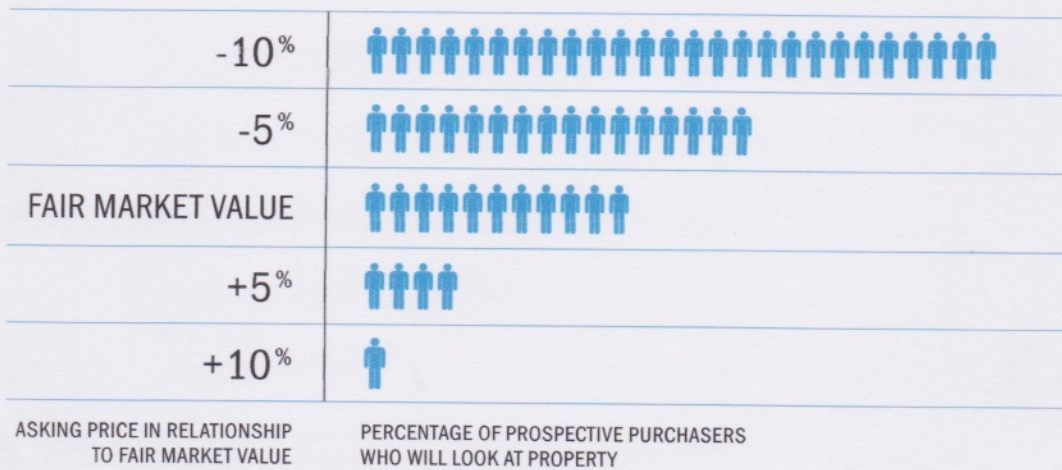




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