BRYAN REALTY
• BRYANREALTY.COM •

Your advocates.
Your agents.®

OPENING DOORS *Together.*

YOUR MONTHLY GUIDE TO
HOMEOWNERSHIP WEALTH AND COMMUNITY



WHY PRICING RIGHT MATTERS MORE THAN PRICING HIGH

**It's natural to want the highest possible price for your home.
But in today's market, pricing it right from the start is the key to a faster sale and the best possible return.**

1. FIRST IMPRESSIONS MATTER
The first few weeks your home is on the market are critical. Pricing right attracts more buyers and creates more interest right out of the gate.

2. MORE BUYERS, MORE COMPETITION
When your price is in line with the market, you attract more buyers, showings, and potential offers—which can lead to stronger offers and better terms.

3. HIGH PRICES CAN LIMIT YOUR RETURNS
Overpricing can lead to fewer showings, stale listings, and eventual price reductions that may sell for less than if it were priced right from the beginning.

4. ONLINE EXPOSURE IS KEY
Most buyers start their search online. Homes priced right show up in more searches and get more clicks.

5. APPRAISAL PROTECTION
A home priced right is more likely to appraise at contract price, helping you avoid delays or renegotiations.

6. PRICE REDUCTIONS RAISE RED FLAGS
Lowering the price after being on the market too long can make buyers wonder what's wrong with the home—even if nothing is.

7. TIME ON MARKET MATTERS
The longer your home sits, the less urgent buyers feel. A well-priced home sells faster and puts more money in your pocket.

8. THE MARKET SETS THE VALUE
Your home is worth what a buyer is willing to pay in today's market—not what it was worth last year or what you need to make.

9. BUYERS HAVE MORE CHOICES
Today's buyers are well-informed and have plenty of options. If your home is priced too high, they'll move on to the next one.

10. NET MORE, STRESS LESS
Pricing right from the start leads to a smoother sale, fewer hassles, and often, more money in your pocket.

THE BOTTOM LINE
The goal is not the highest price—it's the best outcome.
A smart pricing strategy helps you sell faster, attract stronger offers, and walk away with the best possible result.



A SMART PRICE STRATEGY WORKS
It's not about leaving money on the table—it's about positioning your home to sell for the highest net in the shortest time.

Let's make your next move together.

OUR ADVICE
We use proven market data, expert analysis, and local knowledge to help you price your home strategically from day one.

- We'll analyze your home's value
- We'll compare it to current market conditions
- We'll consider buyer demand in your area
- We'll recommend the price that gets results

When we price it right, everyone wins.

Opening Doors Together.

Your home is one of your largest investments. We're here to guide you with strategy, experience, and care —so you can move forward with confidence.

bryanrealty.com

901-401-2208 | bryanrealty.com

*Consult your tax advisor for information about your specific situation.