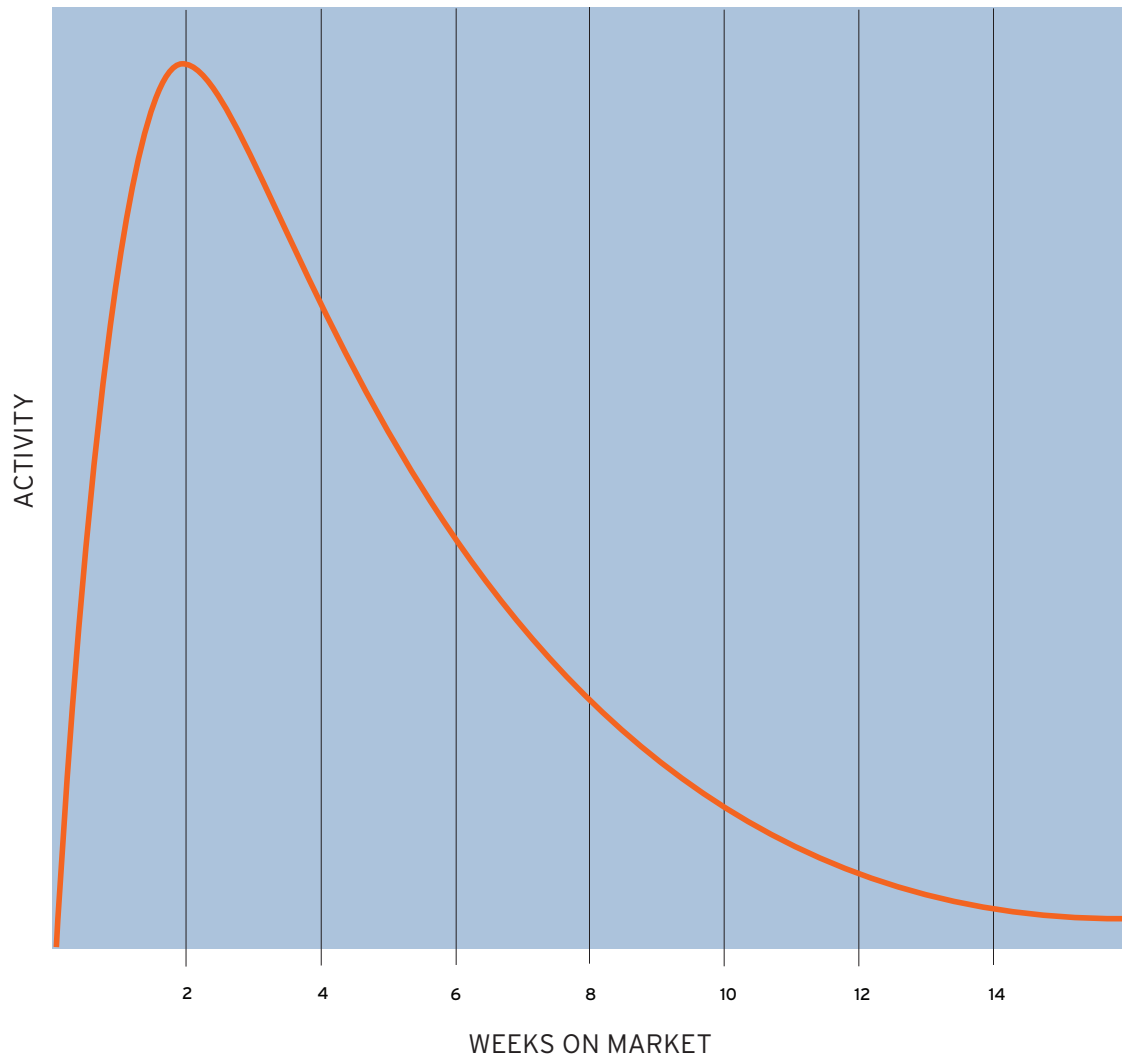


The Importance of Proper Pricing Market Activity vs. Time*

Proper pricing is *most* important in the *early* stages of marketing your property. Statistics show that if properly priced, an offer should be presented within the first twelve showings.

Pricing your property competitively will help your property sell in the shortest time possible.



* 'Activity' is defined as the number of showings. 'Weeks' is defined as the length of time a property is on the market. Data is based on Corcoran exclusive seller and buyer activity.