

# Dangers of Overpricing

An asking price that is beyond market range can adversely affect the marketing of a property.

- Fewer buyers are attracted, and fewer offers received.
- Marketing is prolonged, and initial marketing momentum is lost.
- The property attracts “lookers” and helps competing houses look better by comparison.
- If a property does sell above true market value, it may not appraise, and the buyers may not be able to secure a loan.
- The property may eventually sell *below* market value.

## Percent of Buyers Who Will View Property

