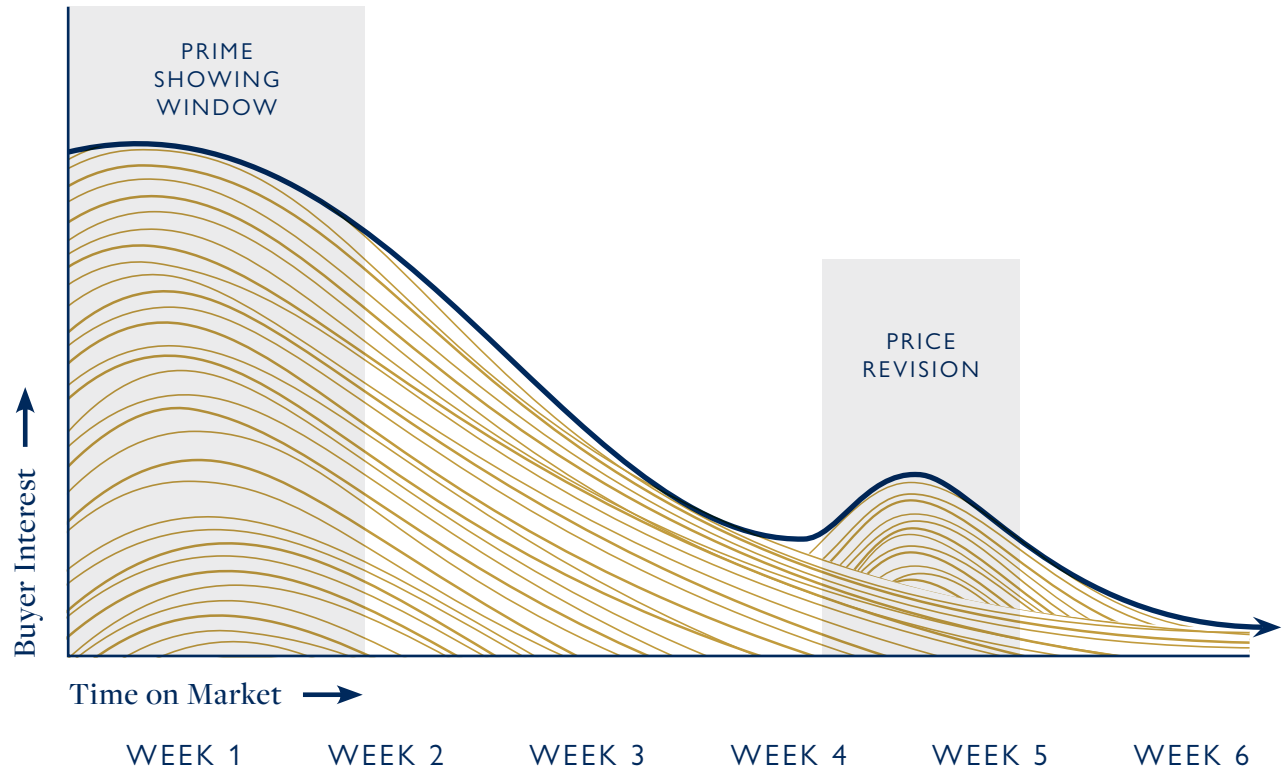


Overpricing Matters

You Only Get One Chance with the Most Desirable Buyers

Simply put, your first days on the market are your best days on the market. This is when momentum, attention and showings are at their highest rate. Despite increases in inventory, there is immediate attention on your listing from new and waiting buyers in the first days on the market. Your first showings are your best opportunity to sell at a top price. Improperly priced properties are rejected from the new and waiting buyers, effectively wasting your most impactful days on the market.



Pricing Matters:

Today's market dynamics require a pricing strategy and property launch fueled by data. The goal: attract new and waiting buyers, build momentum through showing activity and receive an offer as close to list price as possible. The below 12-month data illustrates the effect that pricing a property correctly has on final sale price and days on market across Las Vegas.

PRICED COMPETITIVELY
NO PRICE REVISIONS

98%

of Original List Price

18

Days on Market

PROPERTIES WITH 1 OR MORE
PRICE REVISIONS

91%

of Original List Price

70

Days on Market

Based on information from sources including GLVAR for the period 9/1/22 through 9/30/23; information not verifiable by GLVAR. Each Office Is Independently Owned And Operated.

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INTERNATIONAL REALTY