

SOUND OFF *Marlene Marrucco Recchia*

# How do I price my property accurately so I can sell it?



**H**aving been in the real estate business for 29 years, I have seen drastic changes in the pricing of homes in Fairfield County. Smart pricing is crucial to begin marketing a property properly. Pricing a property is part science, part art. An experienced Realtor will guide you through the pricing process.

For starters, analyze past sales within the past six months to one year maximum in the neighborhood.

This means style, size, condi-

tion and age must be similar.

Do not confuse active listings with past sales. Active listings are just your competition. Sellers should be aware of what the competition is priced at, but it is very often what your home won't sell for!

Do not overprice because you have time. In the long run, statistically you will get less for your home.

No seller wants to feel they left money on the table and no buyer wants to overpay. Pricing should give both parties room to negoti-

ate. Everyone wants to walk away from the table feeling good about their purchase or sale!

Homes must be priced to reflect the current marketplace. The market changes daily. The listing agent must stay on top of what the competition is doing.

Review your home like you are a buyer. Prepare your home to reflect current decor trends in the marketplace and price range. No home is perfect, but it is certain that objections go away if your property is considered value in the marketplace.

Currently, our area is a price driven market in all price ranges. Your property should be priced best to stand out. It should outshine all other homes in its price range.

One thing is for sure in our current inventory situation: Pricing property once may not be enough. It is crucial to continually reassess what the competition is doing.

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