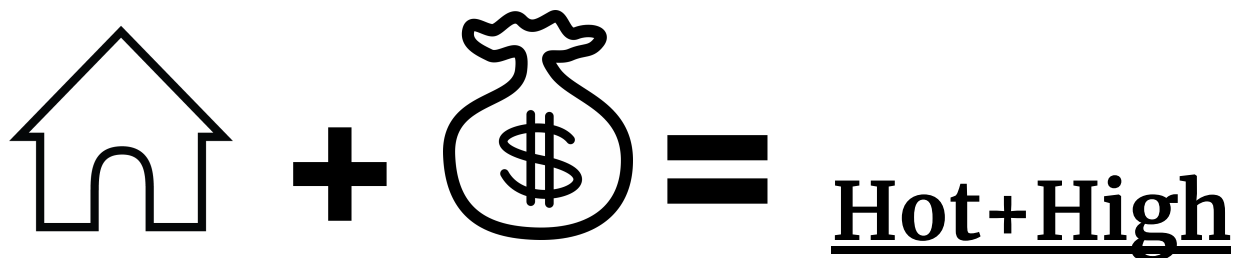
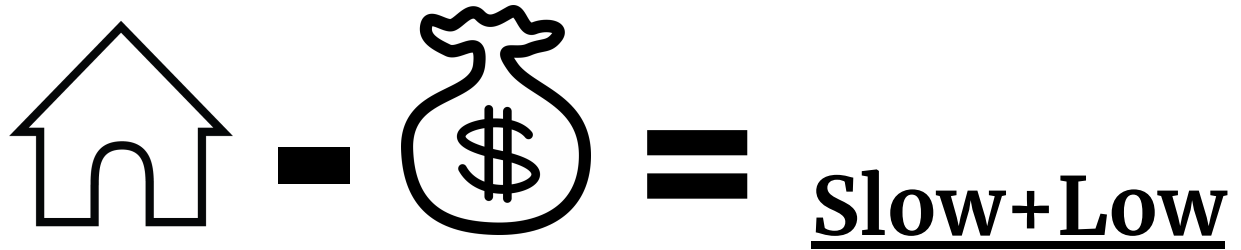


## Power of the Right Price



## **Pricing Power---When you price a listing right, it sells. It sells fast, it sells for top dollar, and you win.**

**So, what is the pricing strategy?**

Here's the pricing strategy, you always price a house right where it will sell, and sell quickly. That's where you've got to price it. You're not trying to price it super low, and you certainly don't want to price it super high. In fact, if you're going to err and make a mistake, you want to err on the side of pricing it low, not high. Now, what is the obvious reaction of every seller is, "If we're not sure about the price, we're going to price it a little high to play safe."

When you "price it high to play it safe", this ends up that you lose that initial time on the market when the most buyers are there, the most are interested in it, it's new on the market and people can get excited about it. So that goes away.

But, you "want to play it safe".

If you're going to play it safe, price it low. That's how you play it safe. Because, if you price it a little too low, what's going to happen? All the buyers are going to get excited about it, you're going to get multiple offers, you're going to sell it for more money. And by the way, I have seen this happen. It happens not only in a seller's market, but it also happens in a buyer's market as well.

The question is, why does it happen? How does it happen?

**Here is how...**

Whenever a buyer comes into a house, a buyer has to like two things before they are going to buy it. Number one, they have to like the house. Right? So, I need this buyer to fall in love with the house. Because if a buyer looks into a house and they don't like the house, are they going to buy it?

If they're looking for the house of their dreams and they don't like the house, it's out. There's nothing you can do about it. If they don't like it, they're not going to buy it. They want to find a house they actually want to buy. So, the first thing that's got to happen is they gotta like the house.

Now, let's say we have a house. They love it. It's awesome. Whoo! It's beautiful. But, the house is overpriced. So, what happens?

Well, they look at it and they go like, **"We love the house. But, that price, that price is ridiculous. That price is too high. It's 10% over the market, it's 5% over market."**

We are all buyers. You and I and as buyers, we know when something is overpriced. Homebuyers are the same, especially when a house is overpriced because they have the same data. Before the information was hard to get, today it's not.

They like the house, they don't like the price. What happens when they don't like the price? When buyers don't like the price, they start looking for reasons not to like the house. If you want the buyer to pay top dollar for a house, you need them to like both the house, and you want them to love the price.

When you do this, here's what happens. It causes buyers to slow down. They're going like, **"I like the house, but that price. Oh, you know what, we need to think about this. We need to look at more houses."** So, it slows down the momentum of a buyer making a decision. And when they get slow, they're thinking about it. They're thinking about it. And they're thinking about it. And so what happens next? The offers come in slow and when they do come in, they come in low.

If you want to sell your house slow and low, this is the strategy. We get them to love the house, and then they don't like the price, they're going to come in slow and low.

However, what if a buyer sees a house online, and this is an awesome house and they love the house. And they look at the price and go, **"Dang! That's a good price!"**. This right here is the magic cocktail. When they love the house, and they love the price.

If you want to sell a house, buyers got to like two things. They've got to like the house, and they've got to like the price. I don't care how much somebody likes the house, they're not going to pay a price that they're going to hate themselves for paying.

So, what happens here? The house is right for them, and the price is right, they fall in love with the house. And so, they are hot on this house. Like, **"We like it."** They want it. And whenever you've got buyers hot, they also come in high.

**You want buyers bringing offers slow and low?**

**Or you want buyers bringing in offers hot and high?**

**Here's the power of emotion.**

Buyers buy houses based on emotion, period. The power of emotion is incredibly powerful. And this is the cocktail. What happens when they like the house? Well, we got the first emotion that we want and this is the high ball cocktail. The first emotion we have is, we have the emotion of desire. They want it, right? They desire the house, they like it. That's a powerful emotion. Desire is an emotion we want.

However, we have desire here, but the problem is here is we have another emotion coming in when they don't like the price. And they go like, **"We like the house, but we don't like price and we're afraid that we make an offer on it, we're going to have to pay too much for it."** And so you have this very powerful emotion called the fear of regret.

Does that make sense? You have buyers that are now looking at a house, and they're afraid of making an offer and regretting it.

You've all heard of buyer's remorse, right? Buyer's remorse is a regret from taking an action. So, now they like the house. They have the desire. So, they desire the house. The desire is there, **"Yeah we like it."** But, you take the desire and then you combine it, you take away from it with the fear of regret. And they go, **"Aw, we want it but ..."** And so guess what, they come in slow and if they make an offer at all, they come in low.

But, when you put the cocktail in place here, you get the **high-ball cocktail...**

Here's the high-ball cocktail, they love the house, they love that house and they love the price. So, what is the emotion that kicks into place right here? When they like the price they go like, **"Whoa! That is a great house! That is an awesome price! We want it!"** So, now I've got desire squared. I got desire for the house, desire for the price. I like it, I like it.

But, then a third emotion kicks in that trumps everything. And that is, they're going like, **"Wow this house is nice. Whoa, that's a good price. Whoa, this house is going to go fast."** Because, what's going to make it go fast? Because it's priced right. They know that other buyers are going to be in there, they're going to find it, they're going to like it, they're going to be in a multiple offer situation. So, now they have another emotion and that is the fear of loss. And that my friends, right here is the high-ball cocktail.

**If you want to sell a house for top dollar...** you want to get the best results that when we get a buyer to like the house and they love the price, they will want the house, they like the price, they want it more. Now they're not afraid. And they see how good that is. They're going like, **"Oh my gosh, if we don't act quick, we're going to get it."** And what happens is, now they're hot for

this house and they realize we've got to come in high. And when they come in hot and high, right here is how you get houses to sell for more money.

<https://yesmasters.com/how-to-get-sellers-to-price-it-right-from-the-beginning/>