



It is important to price your property at market value as Buyer activity is highest in the first thirty days of marketing. The reasons for this are:

1. Several marketing and sales initiatives are launched in the first fourteen days of marketing, giving immediate, broad exposure to the property.
2. Web based real estate sites such as NewEnglandMoves.com automatically send emails to Buyers when properties are listed that fit their criteria.
3. There is a large group of Buyers who have been in the market for sometime and are evaluating each newly listed property. This group generally knows market values and are ready to make a purchase decision.