

How the market works...

OUR PHILOSOPHY

- To be the consistent leader in real estate marketing and sales in the upper Pioneer Valley and to set an example of innovation, integrity, knowledge and experience by which all others will be measured.
- The Jones Group is committed to providing the finest real estate services available in the area through a comprehensive marketing approach to the sale of property, combined with the experience of living and working in the upper Pioneer Valley for generations.
- We provide a collective wealth of knowledge and experience, matched by none, achieved through daily work in the field and advanced professional education.
- Our care in meeting the needs of our Buyers and Sellers and our commitment to our community has earned us a fine reputation in the area. Above all, we take pride in and assume the responsibility of being the area's largest independent real estate company: first in listings, first in sales!

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Pricing Your Home To Sell

PRICING YOUR HOME TO SELL: HOW TO FIND A BUYER FOR YOUR HOME

Price is the number one factor buyers use in determining which homes to view. Although the price is set by you, the Seller, it's the Buyer who determines the value-how much the house is actually worth.

A house should be neither underpriced or overpriced. Both are expensive mistakes!

Here are some questions to consider to help you sell your home:

WHAT AFFECTS YOUR ASKING PRICE?

- **Urgency:** How quickly you must sell.
- **Competition:** How many other homes are for sale in your price range and neighborhood.
- **Financing:** How much a house is worth according to a lender's appraisal.
- **Homes Sold:** Actual sale prices for similar houses in the past 12 months.
- **Curb Appeal:** A well maintained home will sell faster and for a better price.

WHAT DOESN'T AFFECT YOUR ASKING PRICE?

- **Original Cost:** Your asking price is determined by today's market, not by what you paid for the property.
- **Investment in Improvements:** Most improvements, such as a new roof, are considered maintenance and may not add to the sale price.

- **The Cost to Build Today:** Replacement value is useful for insurance, but not in pricing a home to sell.

- **Personal Attachment:** Buyers purchase based on their emotions, not yours!

WHAT HAPPENS TO AN OVERPRICED HOUSE?

- **Competing Homes Will Sell First:** Buyers will shop by comparing your house to other similarly priced ones and will investigate those which have more value for the price.

- **You'll Delay Your Sale:** 80% of potential buyers will see a newly listed house in the first 4-6 weeks. If it doesn't sell then, it will take about three months to replace them with the same number of new Buyers.

- **You'll Lose Market Interest and Qualified Buyers:** Serious Buyers use the value, quality and price of similar properties as deciding factors.

- **A Negative Impression is Created:** Buyers will wonder why your house is still on the market. They may believe something is wrong with it.

- **You Could Lose Money:** You may have to make extra mortgage, insurance, and tax payments and unexpected repairs.

- **You May Shortchange Yourself:** Studies show that the longer a house is on the market, the greater the discount off the list price. Sellers may eventually have to accept a lower sale price than if the property had been priced properly when listed.

LOOK TO THE JONES GROUP WHEN YOU NEED SOLID, RELIABLE INFORMATION...

Our goals are the same as yours:

- To get you the highest possible price.
- To sell your home as quickly as possible.
- To make selling your home a pleasant worry-free experience!

Working with the Jones Group means individual attention from your agent and a powerful network making selling your home faster and easier. We provide a collective wealth of experience achieved through daily work in the field and advanced professional education. When you entrust your property to us you can be assured of getting the most concentrated and comprehensive marketing and advertising available. It works, or we wouldn't have become the largest independent Real Estate company in Western Massachusetts.



*Exceptional service and results
since 1958.*