

When Setting Listing Price, Consider Realtor.com's Price Brackets

Consumer marketing has caused many of us to think it is better to price a house at \$399,000 than at \$400,000. I have fallen victim to that thinking myself on occasion.

But I'm changing my thinking in this regard. The reason is that the majority of home buyers begin their search on Realtor.com and are locked into the bracketing on that website.

The brackets for searching on that website are in \$25,000 increments up to \$400,000 and in \$50,000 increments above that amount. By pricing a house at \$400,000, you reach both those who are searching up to \$400,000 and those who are searching from \$400,000 and up. At \$399,000, you are missing buyers who might prefer that listing over a more expensive one.

Similarly, I would never price a house just above one of those brackets. When you price a home, for example, at \$405,000, you are

missing all those who would not search up to \$450,000.

The old-style pricing is quite common, as you may have noticed. A quick analysis at press time showed 34 Jeffco listings priced \$395,000 to \$399,999, averaging 168 days on the market. There are only 10 listings at exactly \$400,000 and these average 138 days on the market. There are 8 listings priced from \$400,001 to \$410,000, and they average 147 days on the market.

REAL ESTATE TODAY



By **JIM SMITH,**
Realtor®

Speaking of Realtor.com...

While holding an open house last Saturday, I was visited by a man who liked the house but had to sell his home back in Michigan. He volunteered that his home had been on the market for six months and had only one showing.

The market is truly horrible in Michigan these days, with huge inventory and dropping prices, so

effective marketing (and pricing) can make a big difference. I asked the man whether he had looked on Realtor.com to see how his house was portrayed. He had not, so I used my laptop to do it for him.

Sure enough, his home was pitifully portrayed on Realtor.com. His agent does not pay for Realtor.com's upgraded service called "showcasing." This upgrade allows the listing agent to display six pictures instead of one, write a headline and lengthy sales pitch, and link a virtual tour at no charge.

I showed my visitor other listings in his ZIP code which were far better portrayed by taking advantage of this upgraded service. He had been totally unaware of what was possible in marketing his home, and I suspect that quite a few sellers have, like him, not even looked for their own home on this all-important website.

The first thing any seller should do after listing his home is to try to find his or her home on the agent's own website, on Realtor.com, and on the MLS's own consumer website (www.recolorado.com here).

Better yet, *before* you list with any agent, look for homes in your ZIP code and interview only those

agents who do a good job of presenting their current listings, if you want good marketing of yours.

This Week's Featured New Listing:

Half Duplex/Townhouse in Golden Proper

New on the MLS today is this well-kept 4-bedroom, 2½-bath townhouse in north Golden. Built in 2005, it has been lived in part-time and very lightly ever since — no shoes have been worn on its hardwood, carpeted and tile floors, ever. As a result, this home shows beautifully as if it were still brand new. It is part of a 4-unit development (2 duplexes) at 1st Street & Washington Avenue. The 2-car garages for all four units are accessed from the alley. The main level is above the garage. A crawl space and small side yard offer additional storage. **Open Saturday, 1-4pm. \$340,000**



Take a Video Tour of this home at:
www.107Washington.com



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