



# Price Reductions Save You Money!

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*If you are already working with an agent, this is not meant as a solicitation for that business.*

No seller wants to make a price reduction. When someone says the words "price reduction" out loud, sellers cringe. After all, you want what our home is "worth", right?

The truth is that you may actually *lose* money by not reducing your price. The biggest area of loss is in the months you have to wait until a buyer willing to pay your asking price comes along—if that ever happens. In today's economy, chances are that it won't.

By doing a price reduction, and finding a buyer because you did so, you have potentially saved yourself the cost of months of more aggravation as you wait for something to happen. This is money **saved**, not lost.

And remember, you're not even losing the amount of the price reduction because you make it up when you purchase your next home. Your next home will likely have experienced one or more price reductions. True, you may have gotten only 85% of your home's asking price—but you're also only *paying* 85% for your new home.

In reality, you're making up the 15% loss with your new purchase.

If your home is sitting on the market, you need to take action. That's the reality of your situation. It's time to stand out from your competition. A price reduction is a great way to do so. It grabs the attention of buyers who had previously written off your home as too expensive, and opens your home up to a whole new pool of buyers.

Price reductions are essential in any market when a property has lingered too long for sale. If you let your home languish at the same price, then you will miss the buyers who were on the fence about your home. A great way to get buyers to move forward is to do a price reduction.

Want to see some examples of recent price reductions that sold fast? Just give me a call at (360) 620-2690 or send an email to [mollyells@windermere.com](mailto:mollyells@windermere.com). My clients who reduced the price of their home actually made money on their own purchase—and I've got the numbers to prove it.

 Specializing in the Difficult  
Excelling in the Impossible<sup>®</sup>