

# Start P.A.M.P.R-ing Your Home

**Price** - By far the most important metric in selling a home. Buyers are more educated than ever with resources like Zillow, Trulia and Realtor.com at their fingertips. This creates a very price sensitive clientele. There is nothing you or a real estate professional can do to sell your home if the home is overpriced. Due to more accessible information through technology. Carmax introduced "No-haggle" pricing in 1993. This same level of information is now available to home buyers through their phones, tablets and computers therefore real estate pricing strategies are quickly following suit.

**Access**- Qualified buyers are extremely valuable assets in the home selling procedure and being able to meet their busy schedules to visit and view your home is extremely important. The data shows that if you deny a qualified home buyer access at the time they originally request, 90% will not return at a different time.

**MLS** - The Multiple Listing Service is by far and away the most potent tool for marketing and selling a home. In fact, over 92% of homes sold nationwide were sold through this tool. The two main reasons for this tremendous success rate