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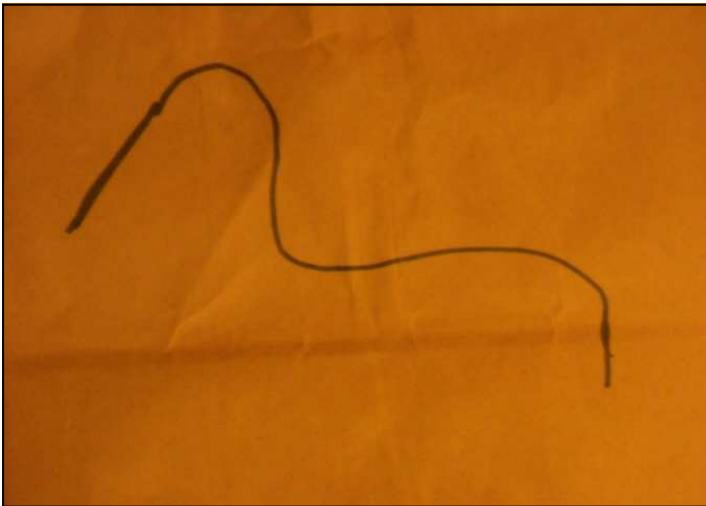
DAVID'S POSITIVE HOME NEWS

www.davidcathers.com

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Can You Figure Out This Picture?

(The first 5 people to call or e mail me the answer will get a \$10 Borders Books Gift Card)



The Winning Picture drawn by David Gillespie and I Guessed what it was. **Can You?**

Ponder This:

Could you be arrested for selling illegal-sized paper?

What's another word for "Thesaurus"?

For the last 14 years New Years Eve has been the Annual Pictionary Challenge at our house. Friends come ready to see if this year will be THE YEAR. And what do I mean by that?

Surely you have been at friends and the teams break into the guys against the girls. Who is going to take away the Pictionary Picasso Prize?

Yes, **the guys have won every year except two.** (And the girls last time was about 12 years ago). So this year we did it again.

Now you can share in the glory of the win. **Are you up to the challenge?**

Look at the winning picture to the left. The first 5 people to **call or email me the right answer** will win a \$10 Borders Books Gift Card.

Call 253-278-9251 or e mail your answer now to

David@DavidCathers.com

Real Estate Question of the Month

Are you trying the “Let’s try it and see” pricing method?

Pricing Right Is Key To Selling Your Home

When you decide to sell your home, you want the highest possible return from its sale. Determining price is one of the critical steps in preparing your home for sale.

Obviously, pricing your property too low won't provide the best return. You are apt to be deluged with lookers and may get many offers, but they may want to lowball you even more if they feel you think the value is low.

Likewise, **pricing a property too high is risky.** Homes priced too high miss their target market. Qualified buyers who might find the home just right for their needs won't see your home, or make an offer on it, because it is out of their price range. If they are shown an overpriced home during its early marketing stages and do not buy because it isn't a good value, they're unlikely to revisit your home once the price is lowered. Actually an overpriced home will help sell your neighbors home that is priced right.

Too Many home sellers make a mistake by implementing the 'let's try it and see' pricing attitude. This can be dangerous. A property receives its best exposure during the first three weeks on the market.

If your home is priced right from the outset, you maximize your opportunity of reaching the most qualified buyers. Buyers who have seen most available homes in their price range are waiting for the right house to come on the market. This is why a well priced home often sells quickly once it is put on the market.

Statistics show the longer a home is on the market, the lower the selling price. The home becomes stale and a larger price reduction results.

Pricing a home is a science. It's based on hard evidence by looking at sale prices for comparable properties. The right price really is the right price range to attract the maximum number of qualified buyers within a time frame that suits the sellers' needs. No two homes are identical. That means the evidence must be evaluated and adjustments made to stay ahead of the current market at the time your home is put up for sale. And monitoring the changing market conditions. If you need help to determine the right price for your home, in order to sell your home in the least amount of time for the highest return, please contact me for a comparative market analysis and consultation. This Service is **Free and there is no obligation** for you to List your home now.

INFORMATION CORNER

Valuable FREE reports for Buyers and Sellers mailed to you at no cost or obligation. Call anytime, 24 hours a day to **1-877-560-0175** and enter the **ID#** of the Information that you would like to receive.

BUYERS

1. **SAVE THOUSANDS**— Find out how you can save thousands of dollars when you buy a home ... **ID# 1014**
2. **STOP PAYING RENT**— Learn how to buy your first home for as little as renting ... **ID# 1001**
3. **HOW TO BUY A HOME WITH AS LITTLE AS NO MONEY DOWN.....**
.... **... ID# 1025**
4. **10 BEST BUYS HOT LIST**— Receive a FREE list of the most current Best Buys in your desired location and price range **ID# 1040**
5. **9 BUYER TRAPS**— How to avoid these common traps that could cost you the home of your dreams.... **ID# 1018**

SELLERS

1. **11 HOME INSPECTION PITFALLS**— Learn about these common and costly traps BEFORE you list..... **ID# 1003**
2. **COSTLY HOMESSELLER MISTAKES**— Learn how to avoid these common mistakes and save yourself thousands of dollars when you sell your home... **ID# 1000**
3. **HOW TO SELL YOUR HOME WITHOUT AN AGENT ...** **ID# 1017**
4. **FIND OUT WHAT AREA HOMES ARE SELLING FOR**— Receive a Free computerized hotlist of recent home sales and current Listings **ID# 1041**
5. **27 QUICK & EASY FIXUPS** — Learn how to sell your home fast and for top dollar..... **ID# 1023**

Quotes of the Month

Despite all the talk about the speed of supersonic transports, no engineer has ever been able to concoct anything that can go faster than a vacation.

You don't really understand human nature unless you know why a child on a merry-go-round will wave at his parents every time around—and why his parents will always wave back.



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January Quiz Question

What is the Key to Pricing your home right?

Hint: the answer is somewhere in this newsletter...

Congratulations to last months winners

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Question

Everyone who calls 278-9251 or emails

(David@DavidCathers.com) the correct answer by the **30th of this month** will be entered into a drawing for Free Movie Pass for Two.

Enjoy a night out with someone special on me. (Your Odds are better than you think)

A VALUABLE RESOURCE

This Month's Vendor Highlight:

Michael's Construction & Painting

This month, *as every month*, you'll want to save your newsletter so you'll have Michael's number handy. It's my pleasure to recommend Mike Stokke. Are you ready to remodel? Or do you just need to repair some pesky damage done during the cold winter months. (ie water damage from the pipes that froze for so many this last month) .

Mike has personally done Excellent work for my home on three jobs. Such as all the drywall and prep for my Master Bathroom remodel. And I have referred him to many of my clients over the last 12 years. All of them have Thanked Me for his referral. Give Mike a call. You'll be glad you did!

Mike Stokke 253-383-8228 (this is his pager. He will get back to you in a

← ACT NOW ON THIS!