

Importance of Pricing--

Pricing Insight

#1

in the

Mid-South!

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Email: egreen@crye-leike.com

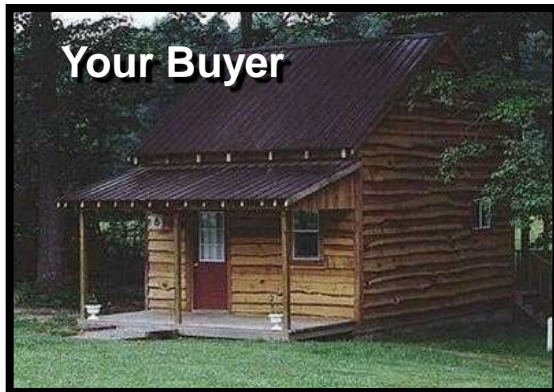
Email: jgreen@crye-leike.com

Web: www.EppyGreen.com



House Values:

As seen through the eyes of various people

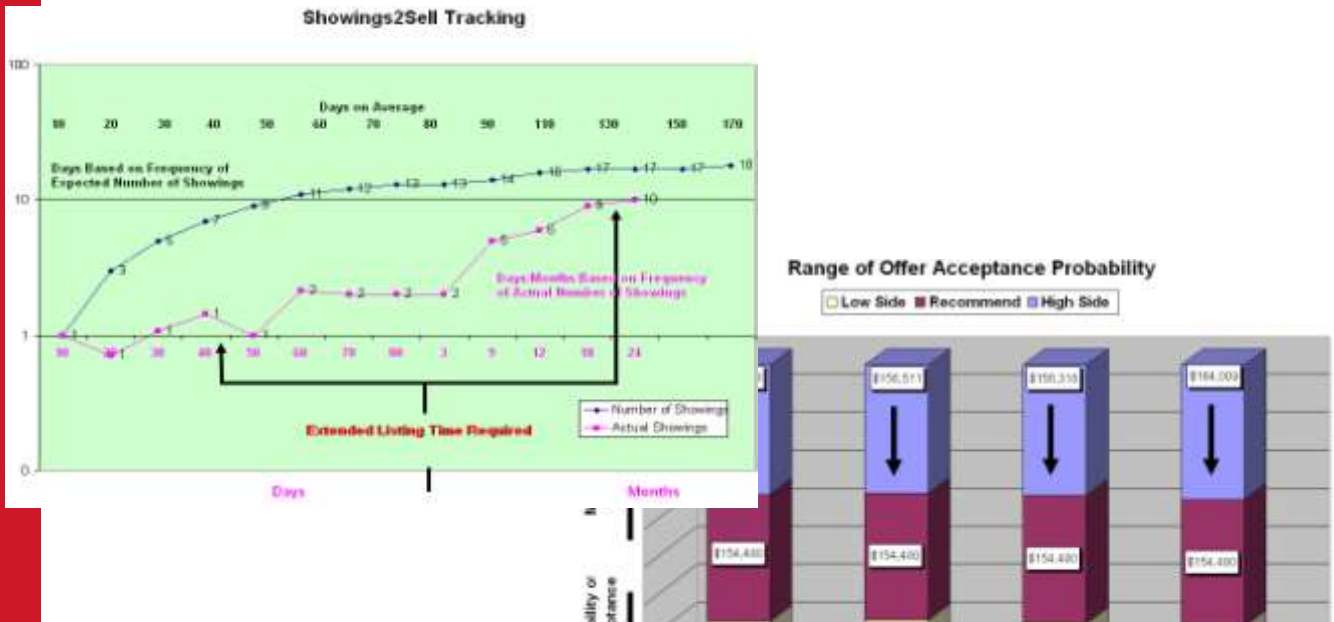


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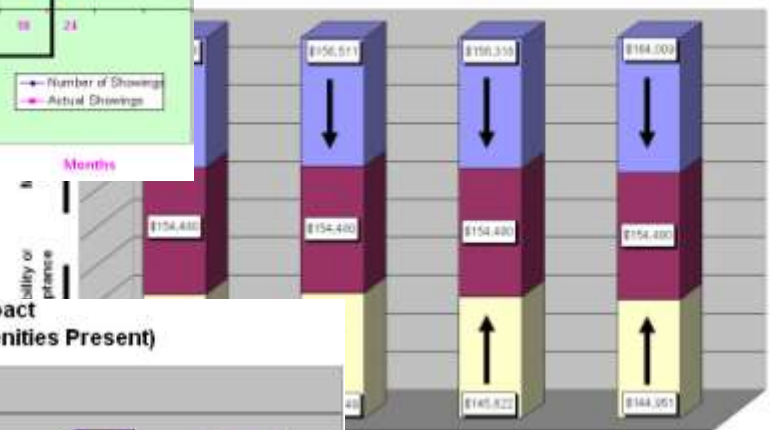
Pricing Insight

A proprietary and powerful program brought to you by
 “THE GREEN TEAM”
 for pricing your house right so you get TOP DOLLAR.

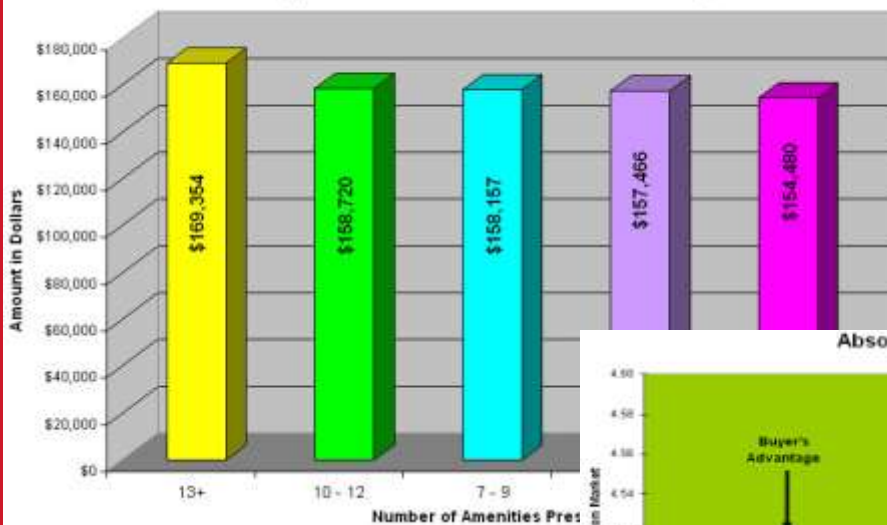


Range of Offer Acceptance Probability

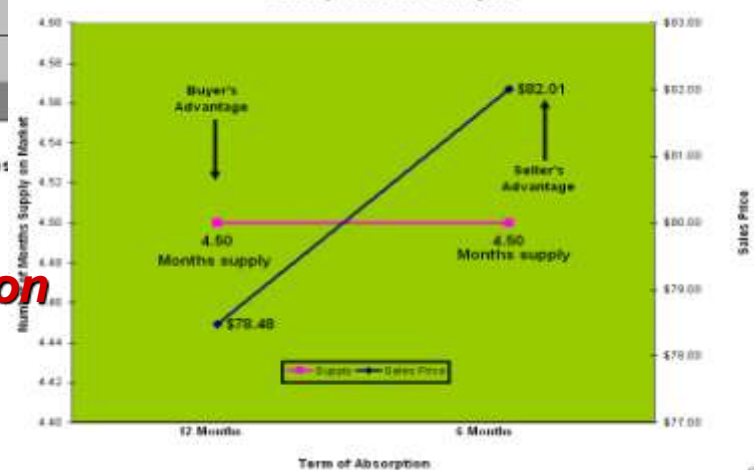
Low Side Recommend High Side



Amenities Impact
 (Price vs. Number of Amenities Present)



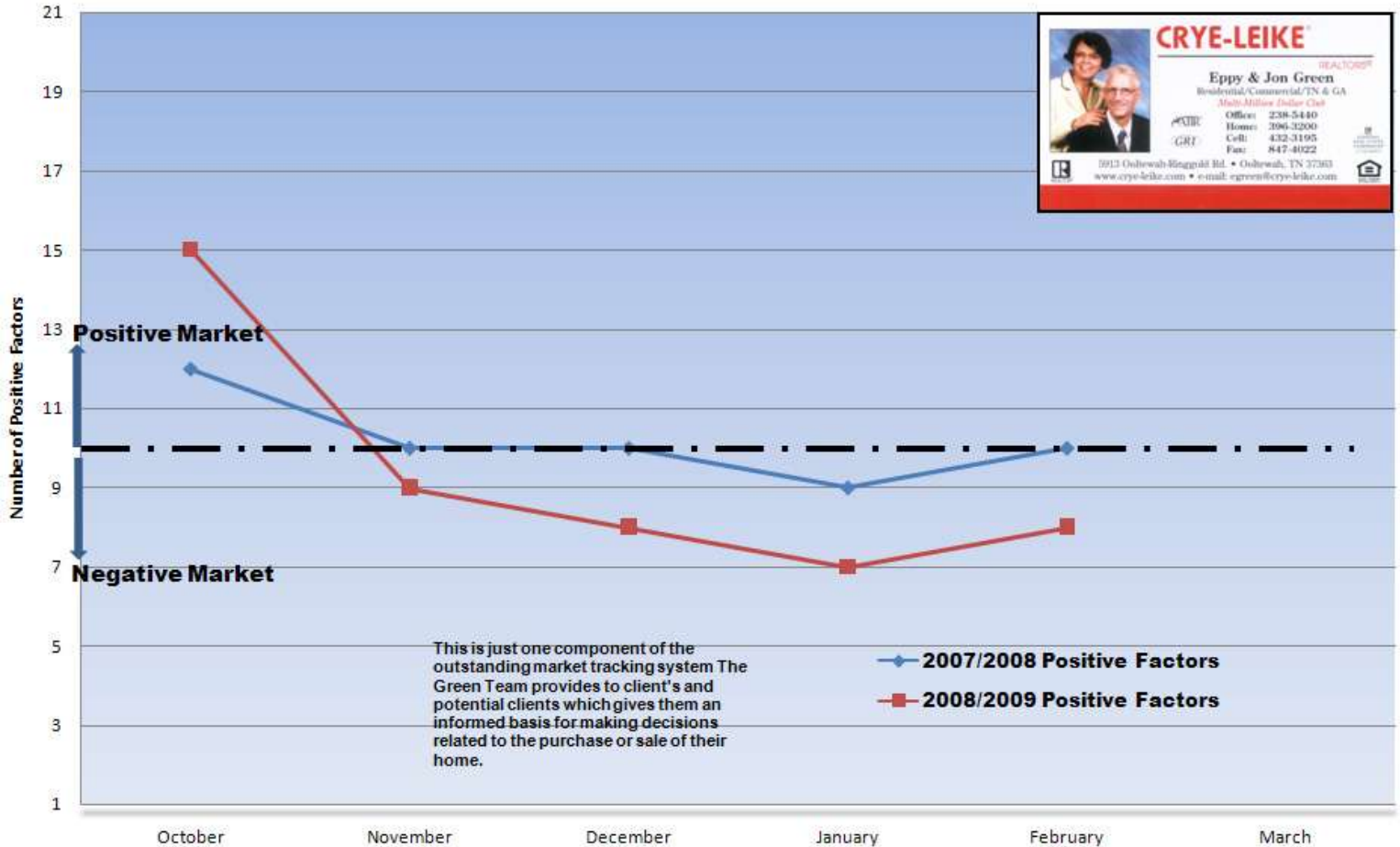
Absorption Rate Analysis



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REMEMBER: The opinion of the market may not be kind...but it is never wrong!



The Green Team provides---

**Exceptional market
quality analysis tailored
 to YOUR home's location
 & characteristics**

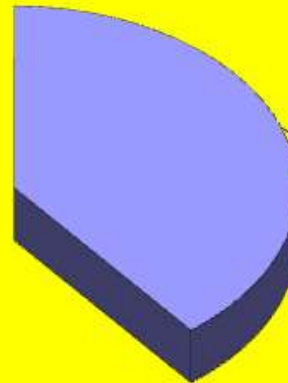
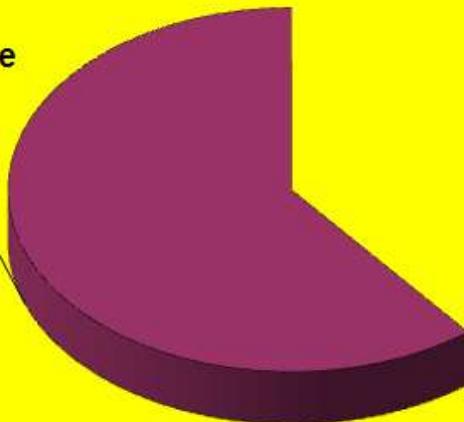
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Pricing Insight Market-Type Summary*

Relative to YOUR Home's Specifications
within a Reasonable Distance (November 2008)

■ Seller's Advantage
■ Buyer's Advantage

Buyer's Advantage
61%



Seller's Advantage
39%

CURRENT MARKET:

A
BUYER'S Market

We prefer seeing
"Seller's Advantage" above 50%.

CRYE-LEIKE®
REALTORS®
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Multi-Million Dollar Club
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www.crye-leike.com • e-mail: egreen@crye-leike.com

This is just one component of the outstanding market tracking system The Green Team provides to client's and potential clients which gives them an informed basis for making decisions related to the purchase or sale of their home.

Please call us to take advantage of this outstanding service.

*Accuracy based on 13 variables and 28 factors

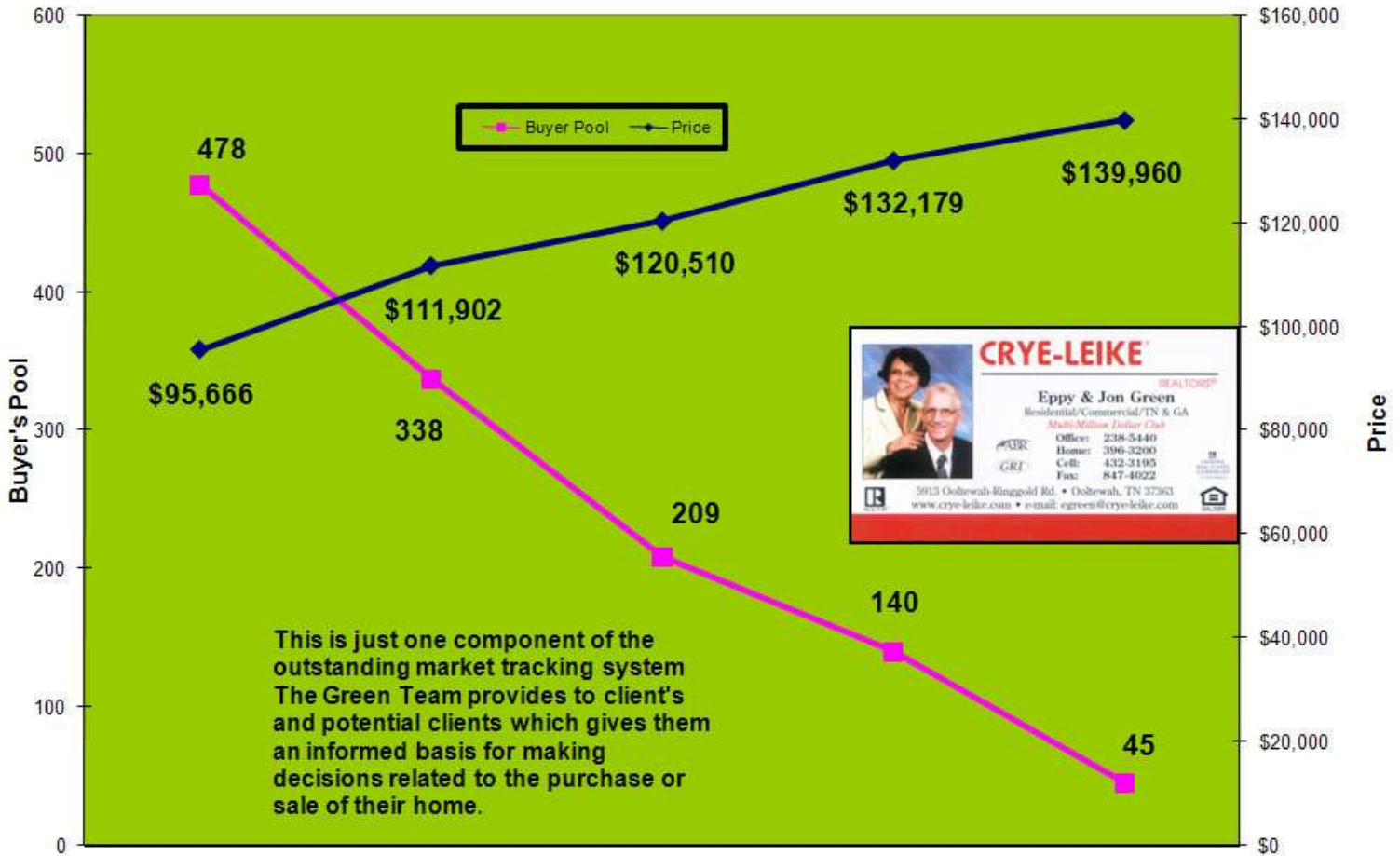
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Exceptional analysis to determine degree of market predominance of buyer's or seller's relative to YOUR home

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Price vs Buyer Pool



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Exceptional optimization analysis of potential buyers for YOUR home and location

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Market-Determined Price (12.0% Appreciation)



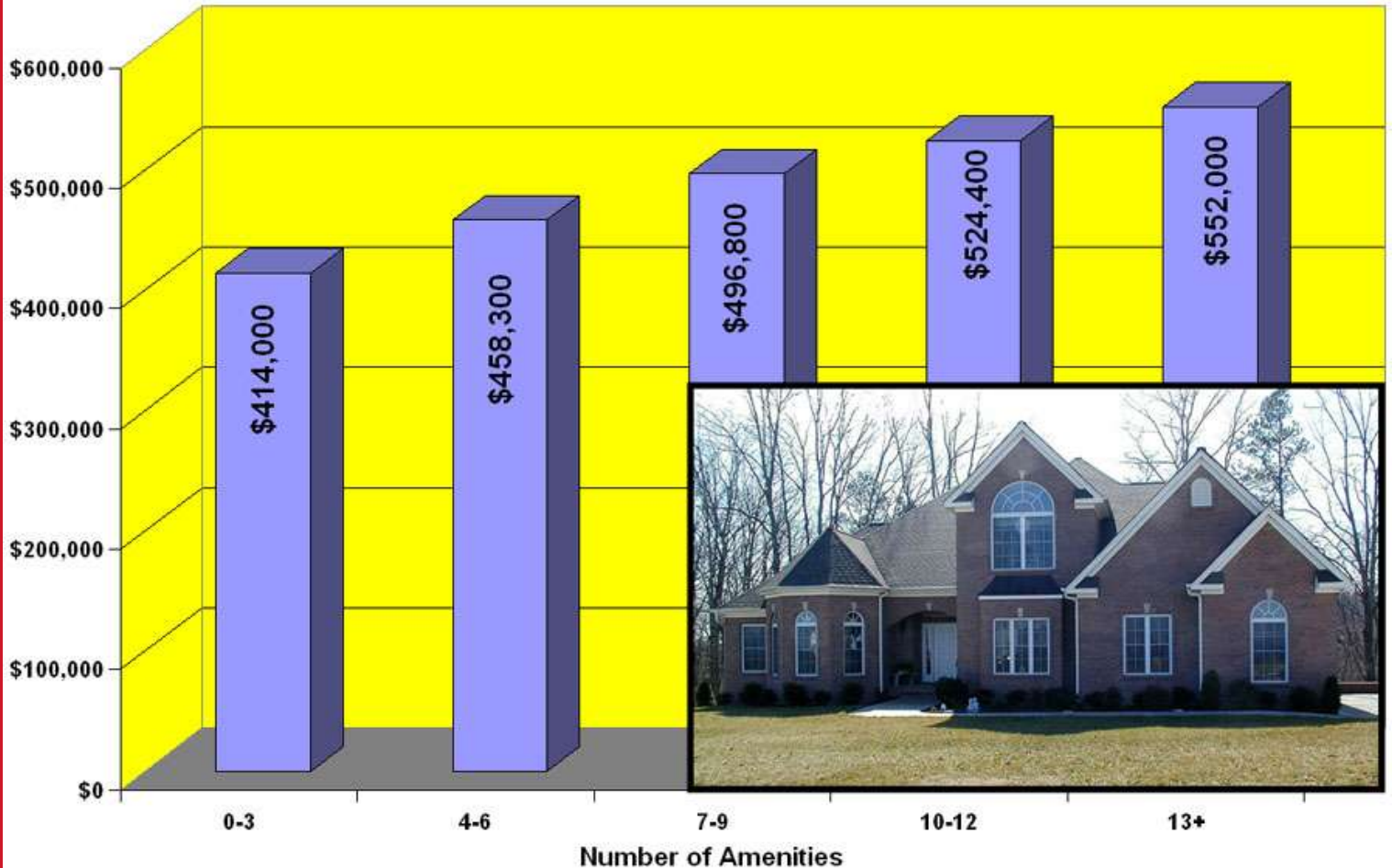
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**Exceptional pricing guidance
to meet YOUR timeframe**

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Price Relationship to Amenities



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**Exceptional analysis of
amenities impact
for YOUR top dollar sale**

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Visual Tour Analysis

A proprietary and powerful program brought to you by
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 for pricing your house right so you get TOP DOLLAR.

Overpriced Vs. Correctly Priced



of times tour has been viewed: 251
 # of times tour has been emailed: 0
 # of times tour has been downloaded: 0

Average tour views per day: 1.67

Tours Viewed From	# of Tour Views
yahoo.com:	5
crye-leike.com:	45
base.google.com:	9
chattanoogaMLS.net:	63
Our website or other portals:	129
Total Views:	251

of times tour has been viewed: 274
 # of times tour has been emailed: 3
 # of times tour has been downloaded: 0

Average tour views per day: 10.16

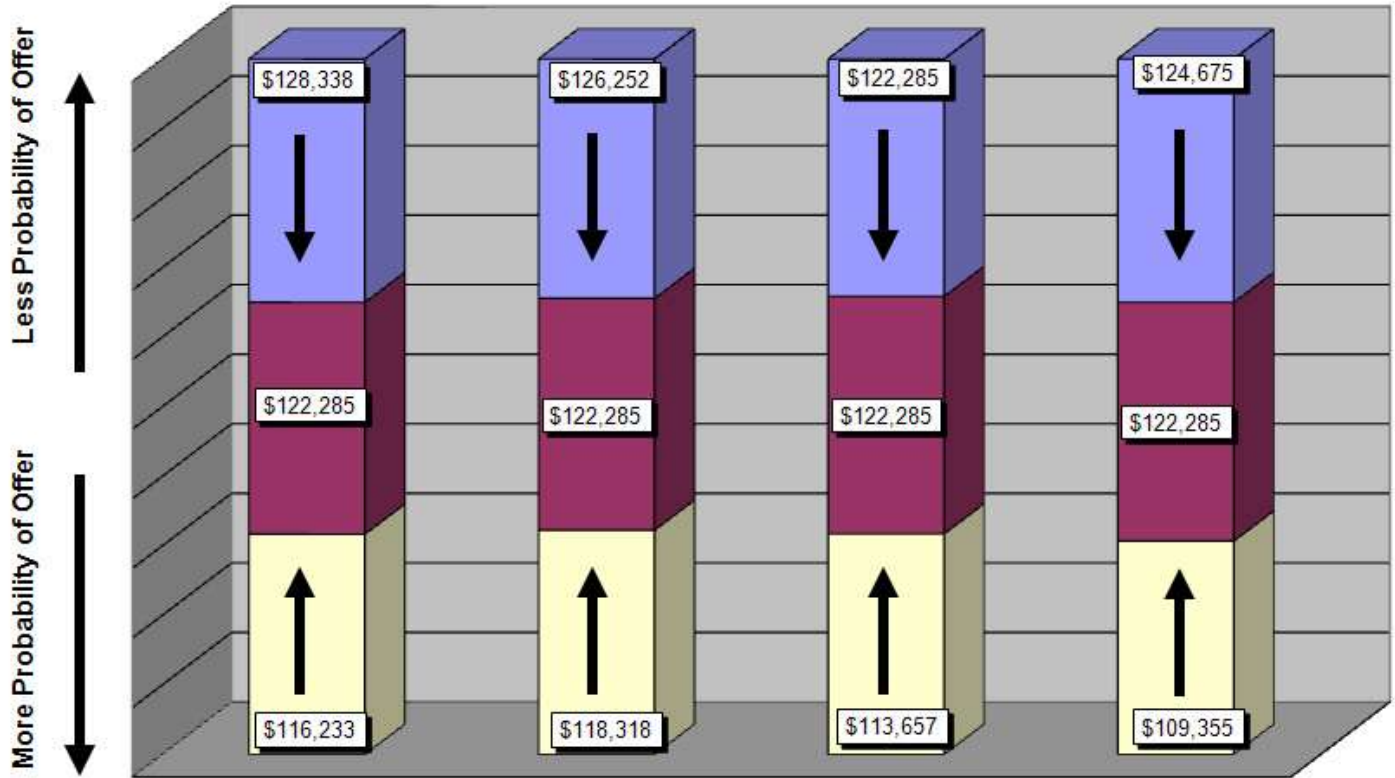
Tours Viewed From	# of Tour Views
yahoo.com:	8
crye-leike.com:	32
base.google.com:	6
chattanoogaMLS.net:	82
Our website or other portals:	145
Total Views:	274

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Range of Offer Probability

□ Low Side ■ Recommend □ High Side



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**Exceptional analysis to
determine quality of offer
for YOUR home**

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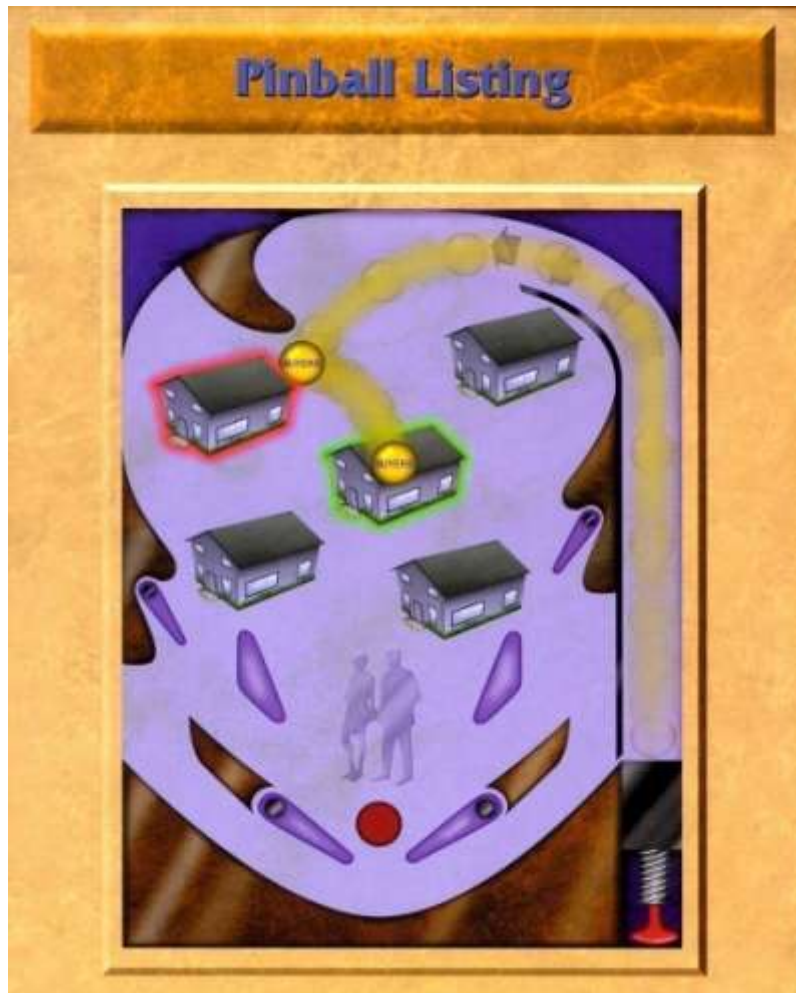
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Sell Your Neighbor's Home—1st!!

Your overpriced home will sell the neighbors home first

An overpriced home makes other homes appear more attractive

Buyers will “bounce-off” an overpriced home and purchase a properly priced home



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