

MISTAKE 15

USING A BAIT PRICE

Bait Prices trap Sellers as well as Buyers

Never allow an agent to use a low false price to 'bait' buyers. If you use a price range or guide or a 'by negotiation' strategy, you are encouraging buyers to offer you less. Your 'bait' price will 'hook' you more than the buyers! Sure, a lower 'bait' price may attract more buyers but it attracts the wrong buyers! The lowest price they want to pay. And never tell anyone the lowest price you will accept because that too can quickly become the highest price you will get.

