

# Time vs. Money

## A Key Decision When Pricing Your Home

Our job is to help you achieve your goals. The first step is determining your priority—time versus money. Homes needing a price reduction occasionally net more money, but can take twice as long (or longer) to sell.

### No Price Reduction

### Price Reduction

	Days on Market	Original List Price	Avg. Sale Price	Avg. Difference	Days on Market	Original List Price	Avg. Sale Price	Avg. Difference
Adams	52	\$144K	\$138K	\$6K	207	\$142K	\$121K	\$21K
Columbia	33	\$219K	\$218K	\$1K	98	\$249K	\$224K	\$25K
Dane (w/o Madison)	29	\$365K	\$363K	\$2K	98	\$392K	\$361K	\$31K
Madison	17	\$318K	\$320K	\$(2K)	74	\$361K	\$333K	\$28K
Iowa	33	\$235K	\$229K	\$6K	193	\$249K	\$208K	\$421K
Jefferson	28	\$235K	\$235K	\$0K	100	\$257K	\$235K	\$22K
Rock	23	\$181K	\$180K	\$1K	93	\$218K	\$196K	\$22K
Sauk	30	\$216K	\$215K	\$1K	117	\$237K	\$214K	\$23K



All the above sales figures are based on data supplied to the South Central Wisconsin Multiple Listing Service (SCWMLS) Corporation by its Participants. Data presented here was generated on or before December 31, 2019 and represents the previous 12-month period for single family homes in all of the SCWMLS service area.