



**PVRM<sup>SM</sup> is a proven pricing strategy that uses a price range to market the property.**

The top end of the range allows the seller the opportunity to achieve a premium price for their property, while the bottom end of the range ensures the property remains competitive in the marketplace and brings in the most potential buyers possible. It is designed to draw more showings, attract more offers, open negotiations and get the property sold for the maximum sales price possible.

**Benefits of Prudential Value Range Marketing<sup>SM</sup>**

- Eliminates over or under-pricing
- Increases property visibility
- Attracts more buyers to the property
- Maximizes selling price
- Determines market value effectively

**Prudential Value Range Marketing<sup>SM</sup> Requirements**

- PVRM<sup>SM</sup> does not require the seller to accept any offer within the range, but the seller does agree to counter any offer within the range with price and terms acceptable to the seller.
- The seller may only use the published PVRM<sup>SM</sup> ranges
- All marketing and advertising materials for the property will read “Seller will entertain offers between (Low Range) and (High Range).”

**PRICE RANGES**

1	\$17,900 - \$21,876	21	\$119,900 - \$139,876	41	\$429,000 - \$488,876	61	\$1,995,000-\$2,294,876
2	\$19,900 - \$23,876	22	\$129,900 - \$149,876	42	\$459,000 - \$528,876	62	\$2,145,000-\$2,494,876
3	\$21,900 - \$25,876	23	\$139,900 - \$159,876	43	\$489,000 - \$568,876	63	\$2,345,000-\$2,694,876
4	\$23,900 - \$28,876	24	\$149,900 - \$169,876	44	\$519,000 - \$598,876	64	\$2,495,000-\$2,894,876
5	\$25,900 - \$31,876	25	\$159,900 - \$179,876	45	\$559,000 - \$648,876	65	\$2,695,000-\$3,194,876
6	\$28,900 - \$34,876	26	\$169,900 - \$194,876	46	\$599,000 - \$698,876	66	\$2,995,000-\$3,494,876
7	\$31,900 - \$37,876	27	\$179,900 - \$209,876	47	\$649,000 - \$748,876	67	\$3,295,000-\$3,794,876
8	\$34,900 - \$41,876	28	\$194,900 - \$224,876	48	\$699,000 - \$798,876	68	\$3,595,000-\$4,194,876
9	\$37,900 - \$45,876	29	\$209,900 - \$239,876	49	\$739,000 - \$848,876	69	\$3,995,000-\$4,594,876
10	\$41,900 - \$49,876	30	\$224,900 - \$254,876	50	\$789,000 - \$898,876	70	\$4,395,000-\$4,994,876
11	\$45,900 - \$54,876	31	\$234,900 - \$269,876	51	\$869,000 - \$998,876	71	\$4,795,000-\$5,494,876
12	\$49,900 - \$59,876	32	\$244,900 - \$284,876	52	\$949,000 - \$1,094,876	72	\$5,295,000-\$5,994,876
13	\$54,900 - \$65,876	33	\$259,900 - \$299,876	53	\$999,000 - \$1,194,876	73	\$5,797,000-\$6,594,876
14	\$59,900 - \$71,876	34	\$279,900 - \$318,876	54	\$1,095,000-\$1,294,876	74	\$6,295,000-\$7,194,876
15	\$65,900 - \$79,876	35	\$299,000 - \$338,876	55	\$1,195,000-\$1,394,876	75	\$6,795,000-\$7,794,876
16	\$72,900 - \$89,876	36	\$309,000 - \$358,876	56	\$1,295,000-\$1,494,876	76	\$7,395,000-\$8,494,876
17	\$79,900 - \$99,876	37	\$329,000 - \$378,876	57	\$1,395,000-\$1,644,876	77	\$7,995,000-\$9,194,876
18	\$89,900 - \$109,876	38	\$339,000 - \$398,876	58	\$1,545,000-\$1,794,876	78	\$8,695,000-\$9,994,876
19	\$99,900 - \$119,876	39	\$369,000 - \$428,876	59	\$1,695,000-\$1,944,876	79	\$9,395,000-\$10,994,876
20	\$109,900 - \$129,876	40	\$399,000 - \$458,876	60	\$1,795,000-\$2,094,876	80	\$9,995,000-\$11,994,876