

What's a comma worth?

I got this postcard last week from a real estate agent who is selling a townhouse near me:

Just Listed.
And Inviting
You In.

[redacted] Court, Rockville, MD
\$51,900,000

Open House Sunday, December 17th 1 - 4
Call me at 301-[redacted] for details.

Beautiful Garage Townhouse!

Invite us in. We'll bring results.®
Weicher
Realtor

Seems this lovely townhouse costs more than \$51 million.

Yes, it is an error, but that's what happens when you don't bother to proofread your work. Numbers are especially tricky, and in this case, comma placement (and lack of periods) makes a several *million* dollar mistake.

Would you trust a real estate agent who doesn't bother to check details on a listing before she prints hundreds of postcards and mails them out? Would you want someone like this reviewing your contract for a home? Putting in an offer in your name?

Don't lose millions and your credibility. Take a few minutes to proofread your work. And if you can't, hire someone who can.

Happy holidays to our Caffeinated Ideas readers! We'll be back with more great content in 2018.