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ARTICLES

Mental Accounting and False Reference Points in Real Estate Investment Decision Making

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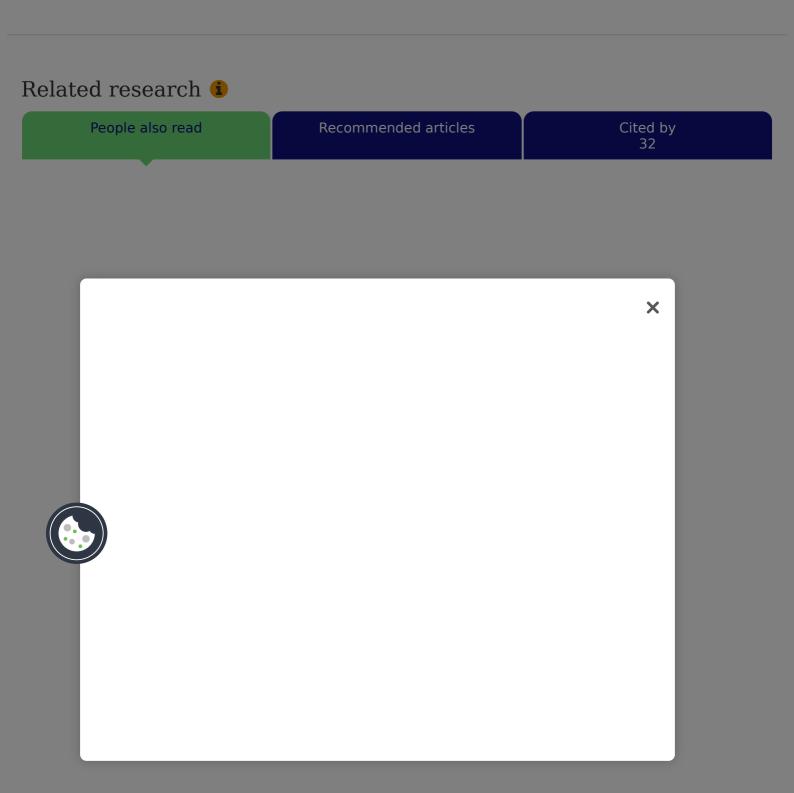
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Notes

- 1. They might well even become risk seeking in their betting patterns with "house money" (see Ali [1977], McGlothlin [1956]).
- 2. It is necessary to specify the maximization function as an absolute value because, as demonstrated in Table 2, the willingness to sell can decrease or increase as the return on the asset increases.



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