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Pricing Your Home to Sell

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How to Protect Your Equity and Attract the Right Buyers

Home Pricing Guide

How Much Is Your Home Worth — and How Should You Price It?

Online estimates are a starting point, but they don't price homes — markets do.

This guide explains how pricing actually works, how buyers respond to price, and why the first pricing decision matters more than any adjustment made later. It's designed to help you understand the difference between guessing, hoping, and strategically positioning your home from day one.

Once you understand these principles, the next step is applying them to your specific home — its condition, location, upgrades, competition, and buyer demand. That's where a thoughtful pricing strategy replaces automated estimates.

If you'd like a pricing analysis built around your home - not an algorithm - I'm happy to walk through it with you.

THE MARKET...

Crunching the Numbers

Most pricing mistakes aren't intentional — they're based on incomplete information.

Obviously, you want to keep as much money as possible from the sale of your home and for the best price possible.

That being the case, it pays to be careful with your list price. Nothing gets in the way of selling a home for top dollar more than overpricing a home.

The Consequences of Overpricing

- Losing the attention of buyers when it matters most - statistically this is the first two weeks on the market.
- A lack of showings.
- No bidding war - which drives the price up.
- Buyers who do come by end up buying a home that is competitively priced and appropriate for their price point.
- Longer days on market... your digital clock.
- The property becomes "stale" and buyers believe that there must be something wrong with the house for it to still be available.

This doesn't mean you need to under price your home or "give it away". Just be realistic with what your home is truly worth in the market.

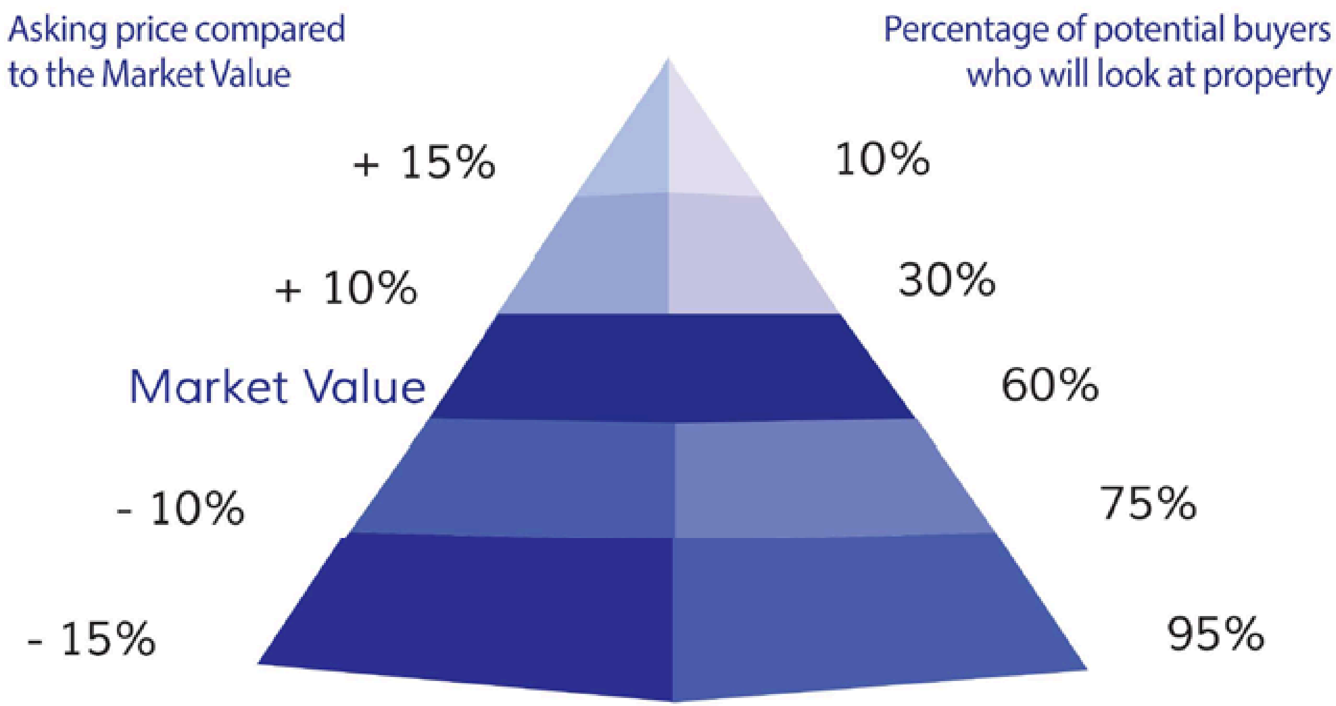
The best way to do this is to analyze what is most like yours, that is in a similar neighborhood (or area) and that have recently sold.

This typically requires a walk-through as it's important to understand the lay of the land (literally), any outside factors that you can not control (aka neighboring properties), the neighborhood itself, any upgrades (or lack thereof) that your home has compared to recent sales. I can help you figure this out.

Who's Buying What and for How Much?

We will look at similar properties that fall into the following categories:

- Recently Sold within your neighborhood AND within a 3 mile radius of your home.
- Currently For Sale Properties are the ones you are competing with to win the buyer.



- Pricing Over Market Value Creates a LOSS of Time as well as missing the attention of the most Ready, Willing and Able Buyers currently out looking for their next home.

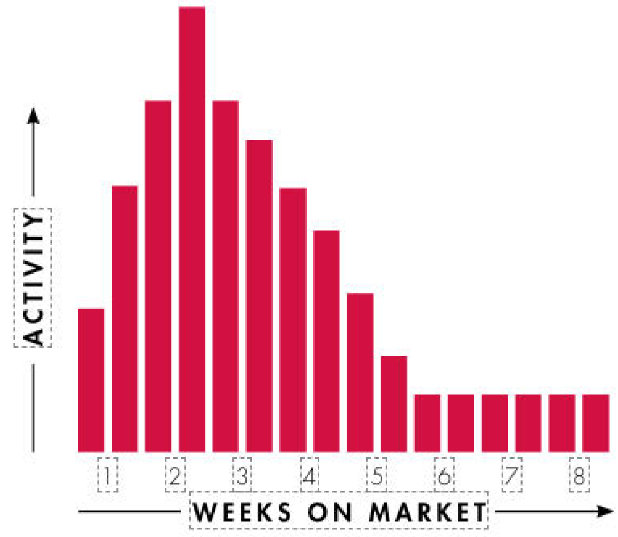
- Pricing TOO LOW Creates an influx of buyers, and a LOSS of YOUR EQUITY

- Fair Market Value produces a solid flow of Ready, Willing and Able Buyers, which allows for the fastest sale, the possibility of a bidding war, and the greatest gain of equity from your home.

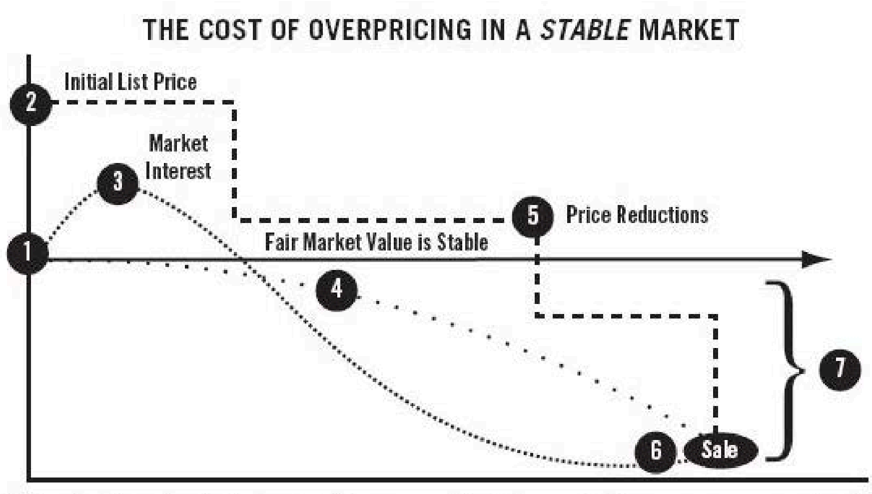
How Pricing Affects Your Time on the Market and Your SOLD Price

The market decides value quickly.

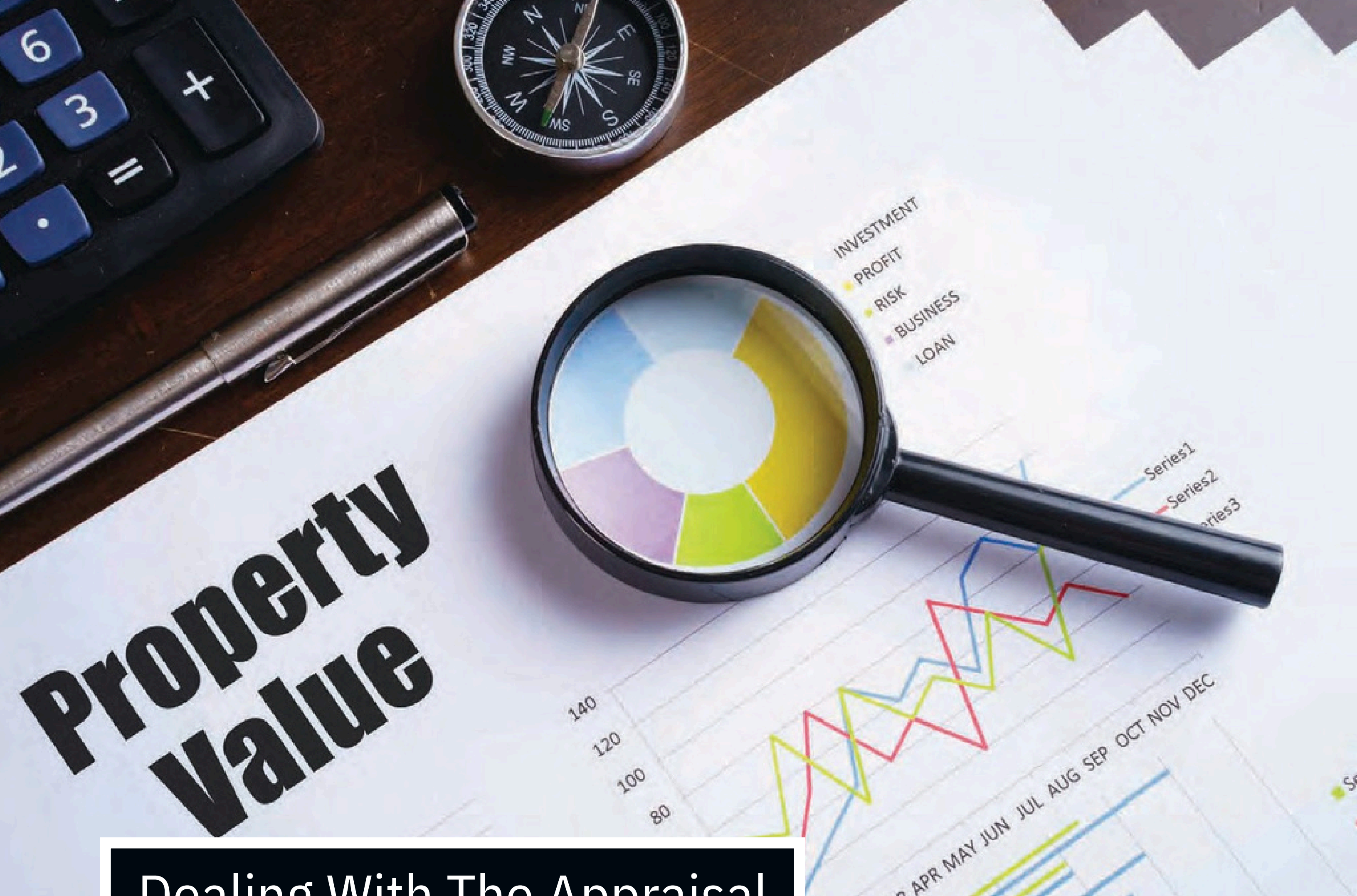
Your first pricing decision is your most important one.



- ☐ Increased Showing Appointments to Ready Willing and Able Buyers.
- ☐ Better Response from Market correctly, your home will draw buyers within its price range.
- ☐ Higher Offers - When a property is priced correctly, buyers bid, rather than risk losing it.
- ☐ Priced right, the excitement of the market produces a higher price in less time, and you will net more.



1. Fair market value is driven by what buyers will pay for perceived worth.
2. Seller hopes a higher initial price will draw a higher offer.
3. Market interest is highest for new listings and wanes after two to four weeks.
4. As listings become "stale," market psychology reduces the salable price.
5. Price reductions are necessary to attract buyers back to the "stale" listing.
6. The actual list price corresponds with the current salable price.
7. As counterintuitive as it seems, properties initially priced above fair market value tend to sell for less than they could have if their original prices had looked more attractive to buyers.



Dealing With The Appraisal

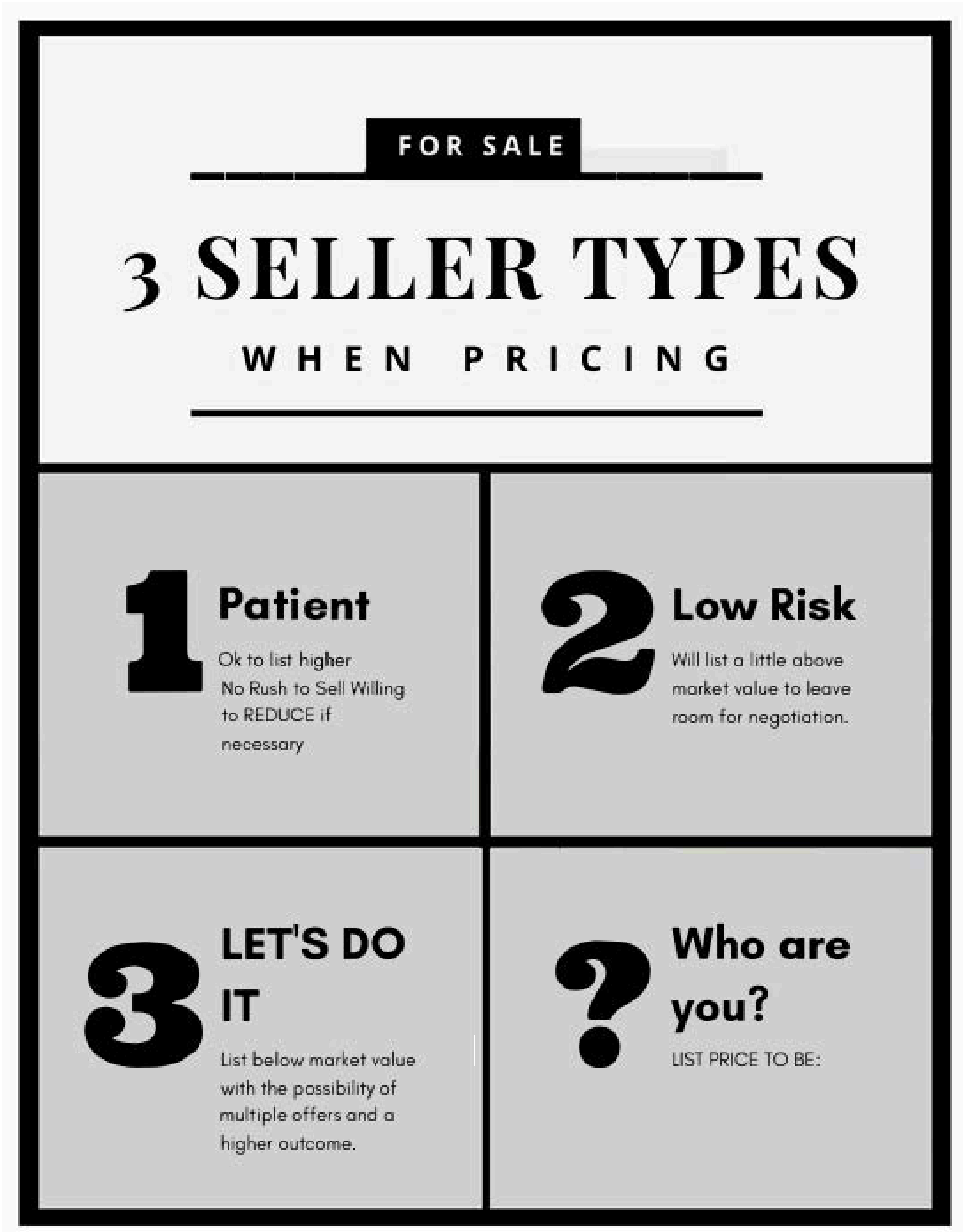
No matter if you got more than you hoped to get for your house, or less, you're not out of the woods, unless the buyer agreed to adding an addendum to the contract stating they would honor the price of the appraised "market value".

More home buyers get a mortgage loan, than pay cash. The mortgage company will require the buyer to have an appraisal completed. An appraiser is a third-party who will come in and look at your home, write a report, and give an opinion of value. That value may match your agreed upon sales price. It may not.

If it comes in less than the agreed upon value, more negotiations would need to take place.

The Re-Negotiation of a Low Appraisal

- Lower your sales price to match the appraised amount.
- Get the buyer to agree to make up the difference by bringing the cash needed between the appraised value and the contract value to cover the difference.
- Part ways and hope that the appraisal doesn't set off alarms for the next buyer purchasing with a loan.



Every seller fits into one of these categories — and none of them are wrong.

The key is understanding which strategy aligns with your goals, your timeline, and the current market conditions. Pricing is not about optimism or fear — it's about making informed decisions that protect your leverage and your equity.

This is where experience matters.

My role is to help you choose the right pricing strategy for your situation, monitor buyer response, and adjust intelligently — not react emotionally — if the market gives us feedback.

If you're ready to have that conversation, I'm here to guide you through it.

Thinking about selling?

Let's create a strategy that protects your equity,
simplifies your process, and gets your home sold with confidence.

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