

WHY AN AGENT IS ESSENTIAL WHEN PRICING YOUR HOUSE

Especially during a market shift, pricing your house right matters. Ensure you get the best and right advice to be successful by working with an honest Realtor with experience navigating up and down markets.

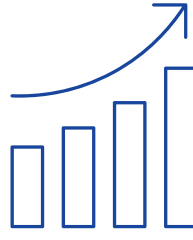
The Current Market Value of your home factors in:



Recent Sold properties in your area (Comps)



The condition of your house



Where prices are headed



Current buyer demand and preferences

Competitive Market Analysis (CMA)

A Realtor's factual data and experience driven estimate of your home's value at a point in time.

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Underpriced

Brings unnecessary traffic and low offers from unqualified buyers

Leaves money on the table

Risks buyers thinking something is wrong

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Market Value

Attracts the right buyers

Leads to stronger offers

Likely to sell quickly

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Overpriced

High price tag will deter buyers and agents

Stagnate on the market, transfers negotiation power to buyer from seller

May need a price drop, which can raise red flags

What Is My Property Worth?

Price + Condition + Marketing = Your Success!

WHAT DETERMINES SALE PRICE?

- Location, Location, Location!!!
- Size, Age, Style
- Updates & Added Features
- Market Supply vs. Demand
- Recent Comparable Sales
- NOT Zillow

HOW MOTIVATED ARE YOU?

On a scale of 1-10? _____

Timeframe? _____

WHAT IS THE ECONOMIC STATE?

- Seller's Market vs. Buyer's Market
- Interest Rates, Housing Supply & Demand

RECENT SALES IN YOUR AREA:

Similar location, school district, size, features, updates, lot, and age that sold in the past 6-12 months.

Highest Price: _____ Date Sold: _____

Lowest Price: _____ Date Sold: _____

Average Days on Market for Neighborhood: _____

Average Days of Market for School District: _____

Current Inventory Available for a Buyer Today:

Number of Available Homes: _____

Price Range: _____

How Many Sold in 6 Months: _____

Supply/Demand Ratio: _____



HOW DOES YOUR HOUSE COMPARE?

In Amenities and Condition offered?

Better Same Less

In Location?

Better Same Less

In Price?

Better Same Less

SHOW VALUE

Understand what features buyers value and will pay more for. Provide documentation and a list of improvements/upgrades your home has over the competition. Make it stand out!

BE ACCESSIBLE & WELCOMING

Minimize restrictions on showings. Turn on lights for showings and keep the heat/AC at a comfortable level. Shovel walkways in winter and mow the grass in the summer. Leave exterior lights on for evening showings.

TAKE FEEDBACK

Listen objectively to valuable feedback and take action. Adjust price, marketing plan or condition if necessary.

