

# Pricing Strategy Guide

## What Affects Price

- Recent comparable sales
- Current market conditions and interest rates
- Home condition and upgrades
- Location and neighborhood trends
- Competing listings
- Seasonality and demand

## Why the First Week Matters

The first days on market generate the most attention. A well-priced home can quickly build momentum, while an overpriced home can lose interest early and struggle to recover.

## Risks of Overpricing

- Fewer showings and weaker interest
- Longer time on market
- Reduced negotiating power
- Price reductions that make the home look stale

## Use the CMA

Your Comparative Market Analysis (CMA) shows what similar homes are actually selling for and helps set a realistic, competitive price range. The market—not personal expectations—ultimately determines value.

## Bottom Line

Pricing is a strategy, not a guess. When done correctly, it can increase demand and lead to better offers and smoother negotiations.

## Tips for Sellers

- Trust current market data over online estimates
- Be realistic about condition and competition
- Stay flexible as market conditions change
- Work closely with your agent throughout the process

**Tip:** Choose a local agent, they have important knowledge about the market.