

Pricing Checklist

Understanding Your Market:

- ☐ Research recent sales in your neighborhood (last 6 months)
- ☐ Look at homes similar in size, condition, and location
- ☐ Compare active listings (your competition)

Analyze the Data Like a Pro:

- ☐ Identify the highest and lowest sale prices in your area
- ☐ Calculate price per square foot for comparable homes
- ☐ Factor in market conditions (seller's market vs. buyer's market)

Avoid These Common Pricing Mistakes:

- ☐ Don't price based on what you want--buyers set the market price
- ☐ Don't ignore expired listings (homes that failed to sell were overpriced)
- ☐ Don't set odd prices (\$402,738)--Round to key search amounts (\$399,900)

Create a Pricing Strategy:

- ☐ Price at or just below market value to attract more buyers (Truth #6)
- ☐ Consider price banding (position your price between crowded price points)
- ☐ Adjust for home condition--updates, renovations, and curb appeal

Watch the Market Response:

- ☐ Lots of web views but no showings? >> Price is too high (Truth #2)
- ☐ Lots of showings but no offers? >> Photos don't tell the true story
- ☐ Lowball offers? >> The market is speaking and the market doesn't lie