



CADEY O'LEARY COLLECTION
BRINGING YOU HOME

Sellers: Pricing Your Home to Sell

How much is my home worth?

The first question that comes to a homeowner's mind when it's time to sell.

Pricing your home properly is critical to maximizing market performance. Homes priced at market attract more buyers, command more attention and typically sell faster and at a higher price than those priced ahead of the market. Even in a climate of low supply, buyers who have been studying the market and know the comps will be less inclined to engage if your home is overpriced.

Our goal is to establish a price that encourages the market of buyers to take action, minimizing market times and maximizing your return. There are nuances and seasonality considerations to effectively pricing your home to command the best outcome.

Review the Comps

To determine home value, we conduct a comparative market analysis (CMA) that analyzes local comparable sales or "comps." A home can be a comp if it sold recently, is close by and shares common features and finishes with your home. Following are top considerations:

- Location and ZIP Code: ideally within the same neighborhood and within a radius of one mile
- Home and Lot Size: roughly the same square footage – within a 10-20% range of your home
- Rooms: the same number of bedrooms and bathrooms
- Age: built around the same time as your home. New homes tend to have higher value
- Condition: how well-built and well-maintained your home is can be a critical component of its comparable value
- Time Frame: recency is a big factor. We look at homes sold within the last 6-12 months
- Location Features: walkability, school district and public transportation can all come into play

Timing

Depending on the market in which you are selling, we may advise a different listing-price strategy. For example, we may be more aggressive on price in a Seller's market than a Buyer's market.

As experts in your neighborhood, we have a track record for commanding top dollar for our clients. We consider historical data, how quickly homes are selling and other factors like interest rates and buyer confidence in the current market.

Our strategy might change throughout the listing duration to better attract buyers to your home.



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Make sure your home is priced to sell immediately (PTSI)

We want to attract as many buyers as possible and negotiate the best contract that will perform.

Pricing your home over market value can actually dramatically decrease the number of interested buyers.

Sellers hold the most leverage the first few weeks on market. If your home sits on the market too long, it becomes more difficult to receive a favorable offer. Prospective buyers often believe that you might be feeling the pressure to sell and, as a result, will make lower offers.

The secret is making sure your house is Priced To Sell Immediately (PTSI). That way, your home will be seen by the most potential buyers. It will sell at a great price before more competition comes to the market.

