Pricing Your Home to Sell

How the Right Price Strategy Gets You More Money, Faster

Pricing is the single biggest factor in how fast your home sells and what you walk away with. Here's what actually determines value, and the most common mistake sellers make.

What Determines Your Home's Value

- Recent comparable sales nearby
- Condition, updates & staging
- Current market pace & buyer demand
- Active competition right now
- Location, lot & school district
- Financing & buyer affordability

Three Ways to Price a Home — and What Actually Happens

Price Below Market	Price At Market	Price Above Market
A deliberate strategy in a hot market	***The balanced, data-driven choice***	***Feels good, rarely performs***
Generates urgency and multiple offers. In competitive conditions, buyer demand often drives the final price to or above true market value — the market sets the price, not the list price.	Reflects real comparable sales and current demand. Attracts serious buyers and supports a strong appraisal.	Fewer showings, slower activity, and often a price reduction that can make buyers more cautious, not less.

Why Overpricing Backfires

- Fewer showings in the critical first 2 weeks
- Price cuts can signal desperation
- Buyers assume something's wrong
- Homes often sell below market after sitting

THE SWEET SPOT

The goal isn't the highest possible price, it's the price that creates competition. Homes priced accurately for today's market tend to sell faster and for more, because they attract multiple interested buyers right out of the gate.

Curious what your home could sell for in today's market?

Let's talk pricing strategy. Call/text 630-267-1808, email Mari@MyRealtorMari.com, or scan the code to schedule a free consult — no pressure, just a clear plan.

Scan to schedule

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Schedule a consult: calendar.app.google/ujT66PePErKcxZGP7
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