



# 10 PRICE OPTIMIZATION TIPS THAT WIN IN ANY MARKET

## **PRICE WITH THE MARKET, NOT YOUR EMOTIONS**

Price your home based on real-time market data. A home sells when it's priced for the market we're in, not the one we wish we were in.

## **THE FIRST 14 DAYS MATTER THE MOST**

This is when your listing receives the most attention. You can't recapture that initial momentum even with price drops.

## **OVERPRICING COSTS YOU EVEN MORE**

You'll pay for it later. Homes priced too high sit on the market and often sell for less than if they had priced it right from the start.

## **LET DATA SPEAK**

Data is powerful - use it. The right pricing strategy comes from analyzing all the numbers, not just the ones that tell the story you want to hear.

## **DON'T CHASE THE MARKET DOWN**

When prices are adjusting downward, stay ahead of it. Waiting to lower your price only puts you further behind.

## **CREATE URGENCY**

Even if you're not in a rush, the market doesn't wait. Price it right from the start to create momentum and attract buyer interest.

## **ALIGN PRICE AND PRESENTATION**

The price should reflect your home's condition, upgrades, and appeal. Critically and honestly compare it.

## **USE SMART PRICE BANDS**

A few thousand dollars can make the difference. Price strategically to appear in broader online search caps (e.g., \$499,900 instead of \$505,000).

## **STAY AGILE AND ASSESS REGULARLY**

The market talks - and silence is feedback. If you have few showings or no offers, it may be time to adjust.

## **THE MARKET DECIDES VALUE**

We don't decide what a home is worth - buyers and the market do. Our job is to listen and adapt.