

How To: Price Your Home to Sell

Be Objective

Many homeowners want to set their list price based on what they paid for their home, the balance of their mortgage, or on the profit they want to make so they can move into another home. In reality, your home is worth only what the market will bear.

Price is King

Pricing realistically will allow more potential buyers to see the property whereas pricing incorrectly can cause a home to languish on the market.

Know the Context

A knowledgeable REALTOR® can help you factor in the context of your local market conditions, including whether home prices are rising or falling and whether it's a buyer's or seller's market.

Analyze the Market

A REALTOR® can provide a comparative market analysis, explanation of how your home should be priced and help you estimate who might want to buy your house.