



Pricing Properties

DETERMINING A LIST PRICE

To determine an accurate list price, we look at:

1. Homes in your area currently for sale
 - Potential competition
2. Homes in your area that have recently SOLD
 - Market reality
3. Homes in your area that did not sell
 - Overpriced properties

WHAT YOU SHOULD KNOW

- Realistic pricing will achieve maximum price in reasonable time.
- Your cost or profit desire is irrelevant; the market determines the price.
- The cost of improvements are almost always more than the added value.
- Houses that remain on the market for a long time do not get shown.
- Serious, educated buyers know when a house is priced too high.
- A house that is priced right from the beginning achieves the best results.

FACTORS TO BE CONSIDERED IN PRICING

1. Location
2. Age of the building
3. Price per square foot
4. Condition of the condo (renovated vs not renovated)
5. Building amenities
6. View
7. Floor
8. Condo fees
9. Parking/locker
10. Number of bathrooms



GENERAL THINGS TO KEEP IN MIND

1. New condos will always sell for more because they had a higher price per square foot during construction.
2. Buyers are very attracted to new/shiny and will always pay more for that.
3. Older building have lower ceilings and tend to “feel” smaller and darker.
4. Many “Sold Statistics” are very general - reported on a larger area.
5. Staging: Cost - 1-3% of the list price: Generates 8-10% return FOR THE SELLER.

FACTORS TO BE CONSIDERED IN PRICING

1. By square foot.
2. By most recent sale.
3. By time adjust (if there are no recent sales).

BUYERS ARE EDUCATED. THEY HAVE ACCESS TO SOLD INFORMATION.

BUYERS REFERENCE PAST SOLDS AND BASE THEIR OFFER PRICE ON THAT INFORMATION.

DANGERS TO OVERPRICING

1. Property will not get shown.
2. It will stay for sale for longer.
3. Property WILL sell for less than if you had priced it right. Buyers believe they will get a deal.

