



Pricing Your Home: What Every Seller Should Know

If you're thinking about selling your home, pricing it correctly is one of the most important decisions you'll make. Your home is a significant investment, and while the final price is always your decision, there are several critical factors to consider before choosing an asking price.

Use the Data

After adjusting for size, location, and condition, what did comparable homes actually **sell for**? This is the foundation of accurate pricing, and your broker can help analyze this data.

Typically, pricing begins by reviewing homes of similar size and condition that have sold within the past **1–6 months**. Because markets change quickly, older data becomes less reliable. Smaller homes often sell for more per square foot than larger homes due to infrastructure costs.

Despite living in a data-driven world, many sellers still rely on anecdotal opinions—such as a friend insisting the home will sell for \$50,000 more than the data suggests. While that may sound encouraging, without evidence it's simply a biased opinion. Ignoring market data is one of the most common and costly pricing mistakes sellers make.

External Market Factors

External factors play a major role in determining a home's value. Market conditions can shift quickly, and sales data is always somewhat **in arrears**.

- In a **buyer's market**, prices may be declining and homes may sell for less than similar homes sold for in the past.
- In a **seller's market**, prices are steadily increasing.
- In a **flat market**, prices remain relatively stable.

Beyond the overall market, we also analyze your home's **specific market segment**—homes with similar locations, sizes, and amenities.



Key questions to consider:

1. How long are homes generally taking to sell? This indicates how hot or cold the market is.
2. How long are homes most similar to yours taking to sell? Some segments move faster than others.
3. How much competition is on the market right now? More inventory typically drives prices down, while limited inventory can push prices up.

The Art of Pricing: Condition and Fit & Finish

Condition

Condition refers to whether everything in the home is functioning properly, even if it's dated. All homes need repairs—some minor, some major—but homes requiring fewer repairs generally sell faster and for more money.

This is why we recommend a **pre-listing inspection**. It allows sellers to identify and address issues upfront or price the home accordingly, reducing surprises later in the transaction.

Fit and Finish

"Fit and finish" describes the quality, style and up to date finishes of a home. For example:

- Are kitchen countertops builder-grade or high-end?
- Are bathrooms modern or outdated?

Even if older features are in working order, dated finishes can impact value. Generally, the better the fit and finish, the higher the sale price.

Disclosure and Inspections

Sellers are required to disclose any **known material defects**, but they are not responsible for issues they are unaware of. Once a home is sold, responsibility for unknown defects transfers to



the buyer. If a buyer has concerns, they should ask their broker about purchasing a home warranty to help cover unexpected repairs after purchase.

In most markets, buyer inspections occur **after** the seller accepts an offer. At that point, sellers may already be packed or moved, leaving them vulnerable to repair requests or price concessions.

To reduce this seller risk, Atomic Realty recommends a **pre-listing inspection**.

Pros:

- Sellers will know what needs attention and can repair or price accordingly.
- Buyers may feel more confident and may waive inspections or request fewer concessions.

Cons:

- There is an upfront cost to the seller.

You Decide—But Be Objective

Ultimately, pricing your home is your decision. Brokers can provide guidance, but some may suggest inflated prices just to win your listing then quickly push for a price reduction. Human nature is to think a too high broker recommended listing price sounds great at listing. The no showings, low offers and long times will feel bad later. Be objective follow the data, just taking the highest price opinion may be dangerous.

At Atomic Realty, our pricing recommendations are supported by data. If a broker cannot support their opinion with evidence, it may be wise to seek additional perspectives.

Possible Consequences of Overpricing

1. Buyers and brokers may view the home as overpriced, leading to few or no offers.
2. Homes that don't go under contract within the first few weeks often receive very low offers later.
3. Extended time on market creates stress and delays your next chapter of life.



4. Conversely, well-priced homes in great condition and location may receive multiple offers, often selling above asking price.

The market always finds the correct price.

Why Sellers Resist Price Reductions

Many sellers hesitate to reduce their price, often for these common (but costly) reasons:

1. **"My neighbor said it's priced well."**
Friends and acquaintances are supportive—but rarely objective. Trust the data.
2. **"Everyone else is giving their house away."**
Other sellers are simply pricing based on recent sales, not desperation.
3. **"Prices are only going up."**
Over time, yes—but not within the typical listing period.
4. **"We need room to negotiate."**
Overpricing leads to longer market time, which ultimately results in lower offers.
5. **"The right buyer will see the value."**
Buyers are well-informed and won't overpay based on emotion alone.
6. **"Buyer's Brokers aren't selling it well."** Brokers want your home to sell. If buyers like the home but not the price, the issue is the price.

Atomic Realty Recommends

1. Use data to support your asking price.
2. Monitor average days on market.
3. Track whether homes are selling above or below asking price.
4. Consider local economic factors such as interest rates and employment trends.
5. Work with brokers who can support their pricing with evidence.
6. Listen to professional Broker guidance informed by market trends, interest rates, and lender insights.

Remember: we are motivated to help you achieve the highest possible price—because when you succeed, we succeed.



Atomic Realty, LLC. Website AtomicRealty.net
Qualifying Broker David Houck
Email Dave@AtomicRealty.net Phone 505-551-2039

