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Interpreting your Comparative Market Analysis (CMA) What It Is – and Why It Matters When Pricing Your Home

Pricing your home correctly is a collaborative process. We recognize that you are emotionally connected to your home—and understandably so. While it's hard to separate your memories and attachment from its value, we encourage you to step back and consider the home from a buyer's perspective. Our role is to provide you with relevant market data, walk through the numbers with you, and help you understand what they mean. **Ultimately, you decide the listing price**—our job is to guide you with insight and expertise.

Put yourself in the Buyer's shoes and ask yourself: Would I pay the price I'm asking if I were the buyer?

Factors We Use To Determine a Pricing Range

To recommend a realistic price range, we analyze multiple market factors. These include your home's condition, design, finishes, current market trends, and how your home compares to competing listings. Here's what we do:

1. **Recently Sold Homes ("Closed Sales")**

We start by reviewing properties that have sold within the past six months.

- Why 6 months? Older sales lose relevance in today's fast-moving market. Pricing trends can shift quickly, and recent sales provide a more accurate picture.
- **We analyze price per square foot** across these sales to establish a general pricing range. Your home will likely fall within this range depending on its condition, layout, location, and upgrades.

- We compare your home directly to these sales—looking at condition and features like number of bedrooms and bathrooms, garage space, level of updates, maintenance, and desirability of the location. (We normally meet at your home for this)
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2. Homes Currently for Sale ("Active Listings")

We examine current listings to assess competition and overall market conditions.

- While asking prices don't necessarily reflect market value, they help us gauge trends—such as whether sellers are optimistic, realistic, or adjusting to slowing demand.
 - A high number of active listings may indicate a softening market, where buyers have more choices and prices may be trending downward.
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3. Homes Under Contract – Not Showing ("Pending – No Show")

These are homes that are under contract and no longer being shown.

- Although we won't know the final sale price until they close, these listings suggest strong buyer interest and offer insight into what types of homes are selling now.
 - This helps us understand the current demand for homes similar to yours.
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4. Homes Under Contract – Still Showing ("Pending – Please Show")

These homes are under contract but still open for showings.

- This often signals that the accepted offer may be contingent or "less solid"—for example, the buyer may need to sell another property first before closing on your property. Because these offers are "less Solid" they are often higher \$ offers to make up for their other weak components
 - While not as strong an indicator as "no show" pending, they still help us understand the pace and nature of current buyer activity.
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In Summary:

The Comparative Market Analysis (CMA) is your roadmap for pricing with confidence. By analyzing the market from several angles and combining that data with your home's unique attributes, we help you price it to sell—without "leaving money on the table."

Let's work together to find that balance.

Dave

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