

PRE-LISTING APPRAISALS

Should You Get One Before Selling?

Knowing your home's true value before you list can help you price it right, attract serious buyers, and avoid surprises down the road.



What Is a Pre-Listing Appraisal?

A pre-listing appraisal is a professional evaluation of your home's market value completed before you list your property. It considers your home's features, condition, upgrades, location, and recent comparable sales to give you an accurate and independent opinion of value.

Benefits of Getting a Pre-Listing Appraisal



PRICE YOUR HOME ACCURATELY

Set a realistic price from the start and attract serious buyers.



AVOID SURPRISES DURING ESCROW

Identify potential value issues before the buyer's appraisal catches you off guard.



STRENGTHEN YOUR NEGOTIATING POWER

An appraisal gives you professional support for your asking price.



IDENTIFY IMPROVEMENTS THAT MATTER

Learn which updates or repairs could increase value and boost your home's appeal.



UNDERSTAND YOUR HOME'S UNIQUE VALUE

Especially helpful for homes with upgrades, additions, ADUs, acreage, pools, or other special features.

When Should You Consider a Pre-Listing Appraisal?

- ✓ Your home has unique features or upgrades
- ✓ You've owned your home for many years
- ✓ You recently completed renovations
- ✓ The market is shifting or uncertain
- ✓ You inherited a property
- ✓ You're selling a luxury or specialty property
- ✓ You disagree with online value estimates

Is There a Downside?



The main downside is the cost. However, for many sellers, the insight and confidence gained is well worth the investment and can help avoid price reductions, extended market time, or failed escrows.

Final Thoughts

A pre-listing appraisal isn't required—but it can provide clarity, confidence, and a smarter pricing strategy. Starting with accurate information may help you sell faster and for more.

Know before you list. Price with confidence. Sell with success.



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