

Intelligent Pricing and Timing

Pricing a home is part art and part science—but a few rules always hold true:

- **Fair market value attracts buyers; overpricing drives them away.**
- **The first two weeks on the market are critical.**
- **The market never lies—but it can change its mind.**

Fair market value is the price a willing buyer and seller agree upon in today's market. It's influenced most by **location** and **condition**, and is best estimated by looking at comparable sales and active listings in the neighborhood.

While sellers often feel their home is “special,” overpricing can be a costly mistake. Buyers shop within specific price ranges, and if your home is priced too high, it won't even appear in their search results. By pricing competitively from the start, you capture the most attention in those crucial first two weeks—giving your home the best chance to sell quickly and for top value.

Why the First Two Weeks Matter

Your best chance of selling is in the **first two weeks of marketing**. During this time, your home is fresh and exciting to buyers and their agents. With a yard sign, MLS listing, internet exposure, open houses, broker tours, ads, and email campaigns, your home will get its biggest burst of attention right away.

If you don't see strong interest or offers, the likely reason is **overpricing**. Since location can't change, you'll need to either improve condition—through curb appeal, staging, or small updates—or lower the price to compete.

The Bottom Line

Intelligent pricing isn't about squeezing out the highest possible price—it's about **selling quickly at fair market value**. The longer a home sits, the greater the risk of stigma and reduced value. Price it right from the start, capture buyers' attention, and give your home its best chance to sell.