

Top 4 Most Common Pricing Mistakes



1. PRICING TOO HIGH FROM THE START

Fix: Statistics show that homes priced correctly when they first hit the market sell closer to the asking price than homes that start too high, then have to adjust downward.



2. USING AN ODD LIST PRICE, LIKE \$864,257

Fix: Always price in round numbers! REALTORS® search for homes using price categories – make sure your pricing makes sense when agents search a window of \$250,000 to \$350,000, for example.



3. NOT BASING YOUR PRICE ON SOLD HOMES

Fix: Searching actual "SOLDS" is the only true pricing guide. A home can be listed for any amount – that doesn't mean the home will ever sell for that amount.



4. REFUSING TO NEGOTIATE

Fix: Your asking price should have some built-in flexibility. Otherwise, you're bound to turn away and turn off some serious buyers.

Source: C.A.R.



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