



# THE BEST ASKING PRICE FOR YOUR HOME

## Maximize Your Home's Value

Price your home strategically for maximum market value

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Setting a realistic asking price that reflects current market values is key to selling your home quickly and for top dollar. Proper pricing increases the likelihood that your offers will closely match your asking price and may even spark competing bids, potentially boosting your final sale price. Homes have the best chance of selling within their first seven weeks on the market, and research shows that the longer a property lingers, the lower its final sale price tends to be.

Overpricing your home—typically by 5–10% above market value—reduces the likelihood of a timely sale. Sellers often overprice because they believe their home is worth more than market data indicates, or to leave room for negotiation. However, this strategy can extend time on the market and reduce your net proceeds. Conversely, underpricing your home may attract multiple offers and lead to a quick sale at or above the asking price.

An experienced REALTOR® is invaluable in determining the right asking price. They have an in-depth understanding of the current market, local trends, and comparable properties, providing guidance to attract the highest possible price in the shortest timeframe. Before setting an asking price, do your homework. Understand your local market and the factors that influence property value, as the market always affects a home's price, regardless of condition or desirability.



## Market Conditions and Their Impact

1.	<b>Seller's Market</b> A “hot” market occurs when demand exceeds supply, meaning more buyers than available homes. Properties sell quickly, often with multiple offers, sometimes above the asking price.
2.	<b>Buyer's Market</b> When supply exceeds demand, homes remain on the market longer. Buyers have more options, negotiations lean in their favour, and prices may decline. Even if your initial offer is low, buyers are more likely to return with a counteroffer.
3.	<b>Balanced Market</b> Supply and demand are roughly equal. Prices are stable, and homes sell within a reasonable period. Buyers have options, but competition may vary.



## Factors Affecting Your Home's Market Value

1.	<b>Location</b> Proximity to schools, parks, public transit, and retail, along with neighbourhood planning and zoning, affects value.
2.	<b>Property Features</b> Age, size, layout, style, quality of construction, yard size, and landscaping all influence value.
3.	<b>Condition</b> The state of major systems (furnace, HVAC, electrical), fixtures, floor plan, and overall curb appeal impacts market perception.
4.	<b>Comparable Properties</b> Your REALTOR® can prepare a market analysis to show recent sales of similar homes in your area.
5.	<b>Market Conditions &amp; Economy</b> Local and national economic trends, mortgage rates, inventory levels, and buyer activity all influence pricing decisions.



## Why This Matters

Pricing your home correctly ensures it sells faster and for the highest possible price. Overpricing can stall your sale, while underpricing can leave money on the table. Understanding market dynamics and leveraging an expert REALTOR®'s guidance protects your investment and positions you for a successful sale.



## We Can Help!

Your home should be a source of pride and financial security, not stress or regret. By working with a knowledgeable, trustworthy agent, you can confidently navigate pricing decisions, market fluctuations, and negotiations, ensuring your sale benefits you, not someone else. Don't settle for guesswork; make informed choices and move forward with confidence.



## Contact Information

Contact us today to schedule a free discovery call.

**GET THE INFO** | Web: <https://GetTheInfo.ca> | Email: [info@GetTheInfo.ca](mailto:info@GetTheInfo.ca)



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