BUYER GUIDE

HOW TO SET AN OFFER PRICE

Turning market data into a confident number

There's no formula for the perfect offer. A strong offer comes from understanding what similar homes have actually sold for, the condition of the home, the market you're in and the seller's situation. Here's how to put it together.

1. START WITH COMPARABLE SALES

- Focus on homes that have **sold** recently nearby, ideally in the last few months.
- Compare bedrooms, bathrooms, square footage, lot size, parking, basement and style. For condos, compare within the same building where possible.
- Note how long each home took to sell and its sale price compared with its asking price.

2. ADJUST FOR CONDITION AND FEATURES

- Is the home in better or worse shape than the comparables?
- Major updates such as a new kitchen, bathrooms, roof or windows add value. Paint and staging add appeal, not much value.
- Budget for any repairs or updates you'd need to make right away.

3. READ THE MARKET

Sellers' market: more buyers than homes. Expect multiple offers, firm offers and prices at or above asking.

Buyers' market: more homes than buyers. Homes take longer to sell, and there's more room to negotiate on price and conditions.

Balanced market: supply and demand are roughly even, and fair offers near market value are the norm.

4. UNDERSTAND THE PRICING STRATEGY

Some GTA sellers price low and hold offers until a set date to attract competition. Others price at market value and review offers as they arrive. Knowing which strategy the seller is using tells you how to read the list price and how to time your offer.

5. STRENGTHEN MORE THAN THE PRICE

A larger deposit, fewer conditions and a closing date that suits the seller can make your offer more attractive without raising the price. Only remove conditions once you're comfortable with your financing and due diligence.

6. DECIDE YOUR NUMBER BEFORE YOU NEGOTIATE

Settle on the highest price you'd be happy to pay once the dust settles, and decide where to start based on the market and the competition. Having that number in mind keeps emotion out of the moment.

> **TYLER'S TIP**
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> Before every offer, I'll walk you through the comparable sales so you understand exactly where your number comes from.



TYLER KOELLER

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