

SELLER GUIDE

PRICING YOUR HOME TO SELL

How to set an asking price that attracts the right buyers

Your asking price is the most important marketing decision you'll make. Price too high and buyers scroll past; price strategically and you create interest, showings and strong offers. Here's how to get it right.

WHY PRICING MATTERS SO MUCH

Buyers and their agents compare every listing against recent sales. A home priced well above market value tends to sit, and the longer it sits, the more buyers wonder what's wrong with it. Price reductions later often lead to a lower final price than a well chosen price at the start.

WHAT DETERMINES YOUR HOME'S VALUE

- **Comparable sales:** what similar homes nearby have actually sold for recently. This is the starting point.
- **Location:** street, schools, transit, parks and future development nearby.
- **The home itself:** size, layout, lot, parking, basement, style and age.
- **Condition and updates:** kitchens, bathrooms, roof, windows and mechanical systems.
- **Competition:** what buyers can choose from right now at your price point.

READ THE MARKET YOU'RE SELLING IN

Sellers' market: more buyers than homes. Multiple offers are common and homes can sell at or above asking.

Buyers' market: more homes than buyers. Pricing accurately from day one matters even more, as buyers have time and choice.

Balanced market: supply and demand are roughly even, and well priced, well presented homes sell in a reasonable time.

CHOOSE A PRICING STRATEGY

Price at market value and accept offers anytime: a straightforward approach that works in most markets.

Price strategically and set an offer date: holding offers until a set date can create competition when demand is strong. It needs the right home, the right market and careful preparation.

I'll recommend the approach that suits your home, your timeline and current conditions.

PRICING PITFALLS TO AVOID

- Basing your price on what you paid, what you need or what you've spent on renovations
- Leaving "room to negotiate" that ends up scaring buyers away
- Relying on online estimates, which can't see your home's condition or features

TYLER'S TIP

Get a professional evaluation before you decide when to list. Knowing your home's realistic value early helps you plan your next purchase with confidence.



TYLER KOELLER

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Thinking of selling in Toronto or the GTA? Let's talk. I reply within 24 hours.

Cell 416-705-1734 · Office 416-987-8000

tyler@tylerkoeller.com · tylerkoeller.com

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