

# THE COMPLETE GUIDE TO PRICING YOUR HOME LIKE A PRO

A step-by-step workbook to help you determine the right list price, attract more buyers, and get the best possible sale.

- Price it right. Attract more buyers.
- Create more interest and showings.
- Maximize your sale price and your savings.
- Use data. Not guesswork.

## 2 THE POWER OF MARKET VALUE

### THE COST OF OVERPRICING

Homes that are overpriced...

- Get fewer showings
- Sit on the market longer
- Eventually sell for less than market value
- Create buyer suspicion ("What's wrong with it?")

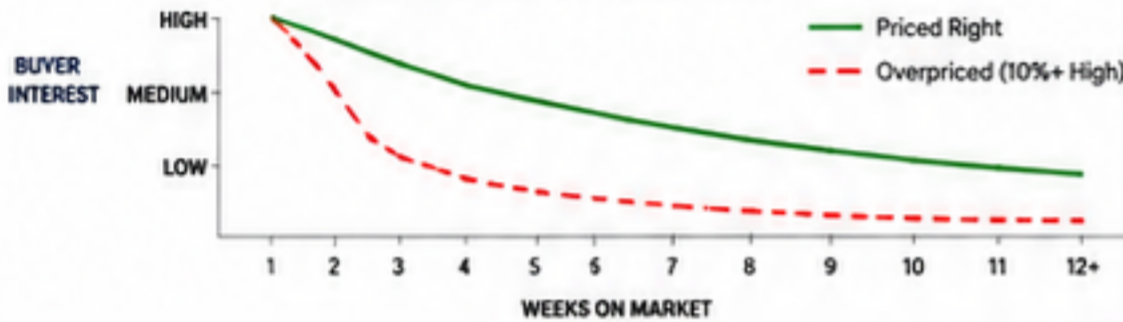
### THE BENEFITS OF PRICING RIGHT

Homes that are priced right...

- Attract more buyers
- Create more competition
- Sell faster
- Often sell for top dollar or above asking

### BUYER INTEREST OVER TIME

Based on correctly vs. overpriced homes



## 1 WHY PRICING MATTERS

Pricing your home correctly is the most important decision you will make as a seller.



Over **90%** of buyers search online first.



Homes priced right from the start sell **2-3x faster**.



Overpricing by just **10%** can reduce your final sale price by up to **5%**.



### THE GOLDEN RULE

Market value is what a buyer is willing to pay, not what you need or what you hope to get.

### COMMON PRICING MISTAKES



**Overpricing**  
Scares away buyers and leads to price reductions.



**Ignoring the Market**  
The market, not you, sets the value.



**Emotional Pricing**  
Don't price based on memories or what you've invested.



**Not Comparing Properly**  
Every home is different. Adjust carefully.



**TIP:** The more accurate your price, the more showings, stronger offers, and better results you'll get.

## 3 HOW TO PRICE YOUR HOME

Follow these steps for an accurate, data-driven price.



### WHAT MAKES A GOOD COMPARABLE?

- Sold within the last 3-6 months
- Located in the same neighbourhood or similar area
- Similar in size, style, age, and condition
- Similar lot size and features
- Arm's length sale (not related parties)

### PRO TIP

The best price is backed by data, not emotion. Let the market guide your decision.

## 4 PRICING WORKSHEET (TOP 6 COMPARABLES)

COMPARABLE #	ADDRESS	SALE DATE (MM/DD/YY)	SALE PRICE	LIVING AREA (SQ FT)	\$/SQ FT
1					
2					
3					
5					
6					

### YOUR HOME DETAILS

ADDRESS:	LIVING AREA (SQ FT):
BEDROOMS:	BATHROOMS:
LOT SIZE:	YEAR BUILT:
GARAGE:	OTHER KEY FEATURES/UPGRADES:

## 5 ADJUSTMENTS & TARGET PRICE CALCULATION

COMPARABLE #	SALE PRICE	ADJUSTMENTS (+/-)				TOTAL ADJUSTMENT	ADJUSTED PRICE
		LOCATION	SIZE	AGE/COND.	FEATURES		
1	\$					\$	\$
2	\$					\$	\$
3	\$					\$	\$
5	\$					\$	\$
6	\$					\$	\$

### CALCULATE YOUR PRICE RANGE

LOWEST ADJUSTED PRICE \$ \_\_\_\_\_

HIGHEST ADJUSTED PRICE \$ \_\_\_\_\_

AVERAGE (MARKET VALUE) \$ \_\_\_\_\_

### YOUR TARGET LIST PRICE

List your home in the upper part of the market range to leave room for negotiation.

\_\_\_\_\_

### YOUR NEGOTIATION FLOOR

The lowest price you are willing to accept.

\$ \_\_\_\_\_

## 6 FINAL CHECKLIST BEFORE YOU LIST

- I have reviewed at least 6 recent comparable sales.
- I have made appropriate adjustments for differences.
- My list price is competitive with the market.
- I know my negotiation floor and walking away point.
- My price will attract buyers and create interest.

## 7 DISCLAIMER & IMPORTANT INFORMATION

This guide and worksheet are provided for educational and informational purposes only. The information contained herein is general in nature and is not intended to constitute professional appraisal, legal, tax, or financial advice.

Property values are influenced by numerous factors, including market conditions, location, property condition, buyer demand, and comparable sales data. The estimates and examples in this guide do not guarantee any specific sale price or outcome.

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Sellers are encouraged to conduct their own due diligence and consult with qualified real estate, legal, or financial professionals where appropriate.

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## PRICE IT RIGHT. SELL IT RIGHT.

A well-priced home sells faster, for more money, with less stress. Use this guide, trust the data, and you'll be on the path to a successful sale!

