Bay East Consumer Guide

What Goes Into Pricing Your Home

Set the right price from the start

"The right price attracts the right buyers."

📊 What Determines Your Home's Value?

Your REALTOR® considers much more than square footage.

Factors may include:

- Location and neighborhood
- Home size and layout
- Property condition
- Recent upgrades
- Amenities and unique features

📈 The Market Matters

Current market conditions play a role in pricing.

Your REALTOR® will evaluate:

✔ Buyer demand

✔ Interest rates

✔ Local inventory

✔ Neighborhood trends

✔ Current buyer preferences

🏘 What Are "Comps"?

Comps are recently sold homes with similar features in your area.

Comparative Market Analysis (CMA) helps estimate a competitive listing price based on:

- Recently sold homes
- Active listings
- Pending sales
- Local market activity

🎯 Pricing for Your Goals

Sell quickly

- Price competitively
- Attract more buyers
- Generate stronger early interest

Your pricing strategy should align with your timeline and goals.

Maximize value

- Highlight upgrades
- Consider repairs or improvements
- Work with your REALTOR® to position your home effectively

🤝 We're Here to Help

A Bay East REALTOR® can help you:

✔ Analyze local market data

✔ Develop a pricing strategy

✔ Evaluate offers confidently