



6 KEY REASONS TO PROPERLY PRICE YOUR HOME

All in all, a home that's priced correctly from the start attracts more buyers quickly, reducing the time it sits on the market. A REALTOR® is your best resource when it comes to pricing your home properly. Reach out to your REALTOR® and take the first step toward "Just Sold" today!

SOURCE: Georgia REALTORS' 2025

HERE ARE SIX REASONS WHY SELLERS SHOULD PRICE THEIR HOMES APPROPRIATELY FOR THEIR MARKET AREA FROM THE DAY IT'S LISTED:

1 Increased Buyer Interest

Buyers are more likely to view and consider a home that's priced competitively within the market range.

2 Avoids Stale Listing Syndrome

Overpriced homes that sit too long can become "stale," causing buyers to assume something is wrong with the property.

3 Better Offers

Homes priced correctly often receive stronger offers — sometimes even multiple offers — leading to better terms and potentially a higher final sale price.

4 Helps with Appraisal

If the home is overpriced and doesn't appraise, the deal may fall through or the seller might have to lower the price anyway.

5 Reduces Need for Price Reductions

Price drops can signal desperation and weaken a seller's negotiating position.

6 Smooth Financing Process

Lenders are more likely to approve loans for homes priced appropriately, reducing the risk of deal delays or cancellations.