Follow the steps on this worksheet to determine a listing price for your home that will both entice potential buyers and get you a great return on your real estate investment.

Things You'll Need:

1. A computer with internet access
2. A calculator
3. A word program *or* a printer and something to write with

Time to Complete:

- 45 to 90 minutes

Instructions:

Step 1

Write down what you think your home is worth:

Tip: Homeowners tend to overvalue their own home by 8% or more. Take what you think your house is worth and subtract 8% to get a more accurate idea of your final sale price.

I think my home is worth $___________________________________

Step 2

Write down Zillow's Zestimate for your home:

Click here, type in your address, find your home and edit any details that need correcting. For example, if you recently added square footage, edit the square footage shown on Zillow. Then scroll down to the Zestimate details section to view Zillow's suggested price range for your property.

Zillow Zestimate: $____________________________________

Step 3

Write down Redfin's Home Value Estimator price:

Redfin creates a price estimate based on tax records and recent sales (hard data). This tool is very similar to what real estate agents use to help them build out pricing comps. Click here to get your estimate.

Redfin's Home Value Estimate is $____________________________________

Step 4

Write down list prices for 5-10 similar homes in your neighborhood:

Go to a local real estate search site or a national site like Realtor.com. Set filters to match the bedrooms and square footage of your home and note what other properties in your zip code with similar specs are selling for.

	Address:	Notes: *(beds, baths, etc.)*	Price:
Home 1:			
Home 2:			
Home 3:			
Home 4:			
Home 5:			
Home 6:			
Home 7:			
Home 8:			
Home 9:			
Home 10:			

Step 5

Calculate the average list price of a similar home in your neighborhood.

To do so, add up the numbers in the chart above and divide by the total count (total sum / count).

The average price of a similar home in my area is $______________________

Step 6

Calculate the average list price of your home based on estimates

Add up your home value from step one, your Zillow Zestimate and your Redfin Estimate. Divide the sum you get by three.

The average estimate for my home's price is $__________________________

Step 7

Use the two numbers defined above to determine your list price.

Rely primarily on the average price of a home for sale in your area. Only use the estimate average if there's a large *disparity between the real numbers. If the estimates are much higher, adjust your price up slightly. If the estimates are much lower, adjust your price down slightly.*

My home's list price is $_________________________

Now consider…

- Real estate site filters:

  Today's buyers usually search by setting a maximum price on search sites. If you believe your home is worth $510,000, consider pricing it at $499,000 to capture buyers who set their max range at $500,000. Ultimately, the more often your home appears in search results, the more views you get and the more showings and offers you're likely to receive.

- Motivation to sell (& timeline):

  Is your primary motivation to sell fast or to get the highest possible sale price? The answer to that question will help you pinpoint the best listing price for your property. If you need a fast sell, your best bet is to set an initial listing price that is competitive with other homes in your area, then start entertaining all offers. You always have the option to decline lowball offers. If you have time on your side and are pushing to get the best possible sale price, you're less likely to find yourself negotiating on your asking price. If this is your circumstance, set the listing price you want, stick with it and wait for the right buyer to come along. If it takes way longer than you anticipate to get a good offer, you can lower your asking price.

Determine Your Final List Price:

Consider the factors listed above and write down a final list price:

My final list price is $_____________________________

Still not sure? Request a second opinion.
If you get all the way through this exercise and you aren't comfortable with the price you came up with, you can get a professional opinion.

Request a comparative market analysis (commonly called a 'CMA') from an appraiser or a local real estate agent. It will cost you a couple hundred dollars, but if validation means being comfortable with your price, listing confidently and getting a better final sale price, then the peace of mind is well worth the small investment.

Questions? We can help!
Contact us at info@HomeBay.com.