



Pricing Your Home to Sell

How the right list price drives speed, competition and your final sale price.

RYAN AND MEGAN WINSLOW · WINSLOW HOMES

WINSLOW HOMES BY THE NUMBERS

Pricing That Performs

97%+

list-to-sale ratio

14 days

average to first offer

3,000+

homes sold

4 states

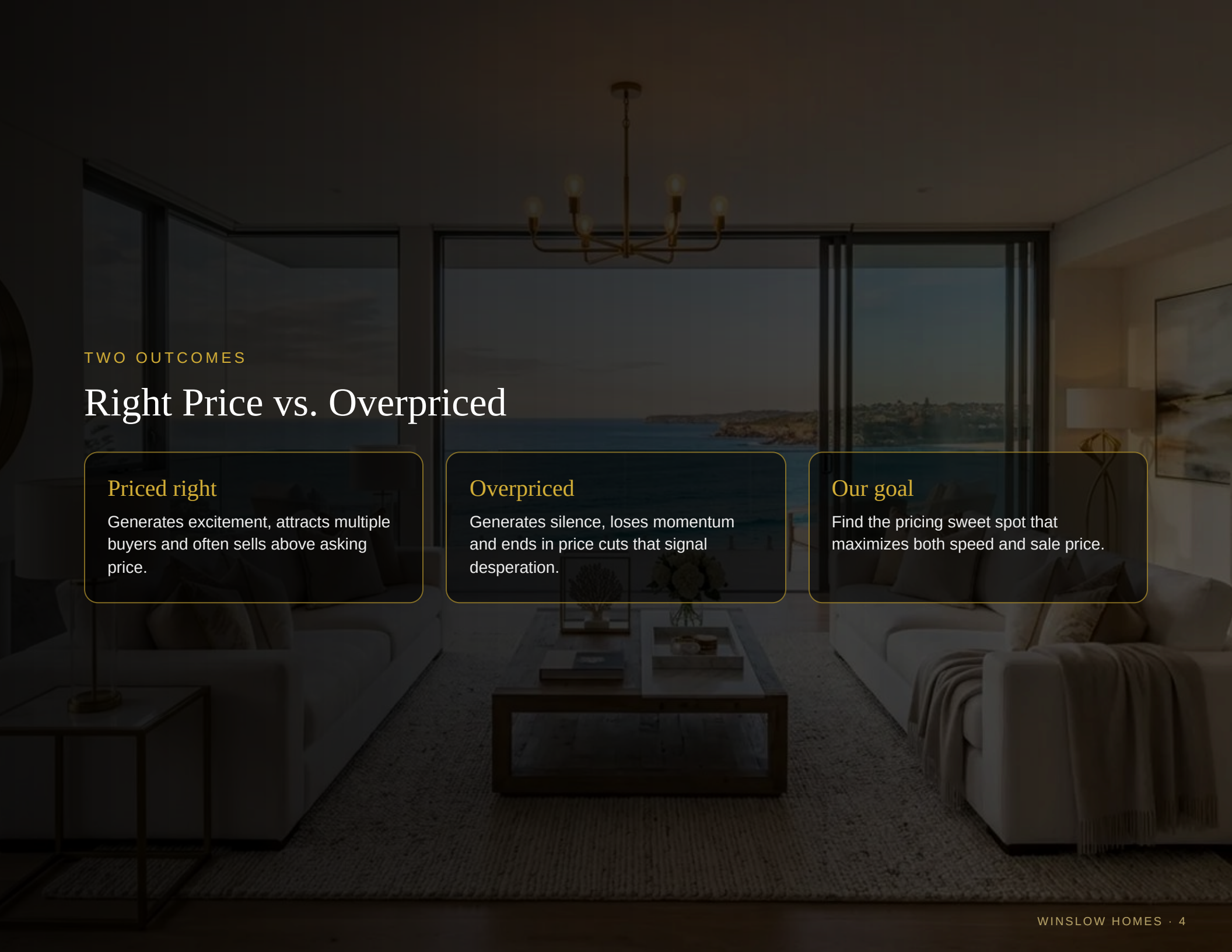
licensed and operating: FL,
MA, CT, RI

WHY PRICING MATTERS MORE THAN
ANYTHING

The Room to Negotiate Myth

- ◇ Many sellers list high to leave room to negotiate.
- ◇ In reality, overpricing is the number one reason homes sit, take price cuts and sell for less.
- ◇ The market is efficient. Buyers and their agents know what a home is worth.
- ◇ They skip overpriced listings entirely.





TWO OUTCOMES

Right Price vs. Overpriced

Priced right

Generates excitement, attracts multiple buyers and often sells above asking price.

Overpriced

Generates silence, loses momentum and ends in price cuts that signal desperation.

Our goal

Find the pricing sweet spot that maximizes both speed and sale price.

THE DANGERS OF OVERPRICING

What Overpricing Does

Buyers skip your listing

Buyers searching in your real price range never see your home. It sits in a higher bracket where it cannot compete.

Days on market climb

Every unsold day makes your home stale. Buyers wonder what is wrong, and the stigma grows.

Price cuts signal weakness

Successive reductions tell buyers you were overpriced and might take even less.



OUR DATA-DRIVEN PRICING STRATEGY

How We Find the Right Number

Market analysis (CMA)

Recently sold, active, pending and expired listings near you, matched on size, condition, features and location.

Condition review

We walk your home to judge condition, upgrades and unique features, placing it above, at or below average.

Local conditions

Supply and demand, days on market, absorption rate, seasonal trends and whether buyers or sellers hold the edge.

OUR PRICING STRATEGY, CONTINUED

Position, Then Monitor

- ◇ Market conditions in Fort Lauderdale differ from Worcester, and we account for that.
- ◇ We recommend a price that positions your home for maximum buyer interest.
- ◇ In competitive markets, pricing slightly below perceived value often draws multiple offers and drives the price up.
- ◇ After listing, we track showings, feedback, online views and competing listings.
- ◇ If the market calls for an adjustment, you get a proactive, data-backed recommendation.





WHAT AFFECTS YOUR HOME'S VALUE

Your Home and Its Location

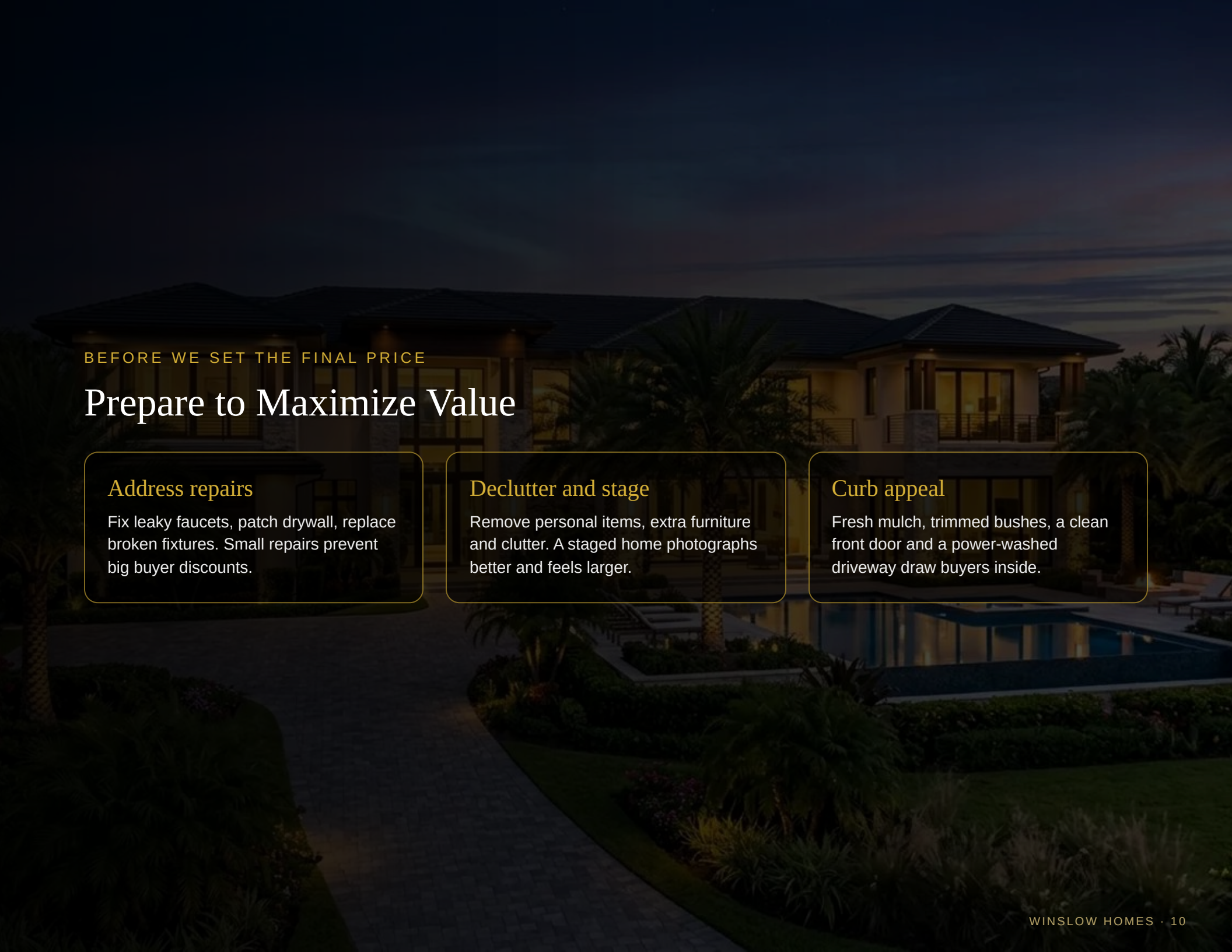
- ◆ Location, neighborhood quality and proximity to schools, shopping and transit.
- ◆ Square footage, lot size and number of bedrooms and bathrooms.
- ◆ Age of the home and condition of the roof, HVAC, plumbing and electrical.
- ◆ Recent renovations and upgrades to kitchen, bathrooms and flooring.

WHAT AFFECTS YOUR HOME'S VALUE

The Market Around You

- ◇ Curb appeal, landscaping and overall first impressions.
- ◇ Supply, demand, interest rates and seasonal trends.
- ◇ Recent comparable sales within a half-mile to one-mile radius.
- ◇ School district ratings and local tax rates.
- ◇ Knowing these factors helps you decide how to prepare your home for sale.





BEFORE WE SET THE FINAL PRICE

Prepare to Maximize Value

Address repairs

Fix leaky faucets, patch drywall, replace broken fixtures. Small repairs prevent big buyer discounts.

Declutter and stage

Remove personal items, extra furniture and clutter. A staged home photographs better and feels larger.

Curb appeal

Fresh mulch, trimmed bushes, a clean front door and a power-washed driveway draw buyers inside.



NEXT STEP

Get Your Free Market Report

- ◇ Find out what your home is worth in today's market.
- ◇ You get comparable sales, market trends and a recommended pricing strategy.
- ◇ No cost and no obligation.
- ◇ Call 386-690-5858 or email Broker@WinslowHomesLLC.com.
- ◇ Winslow Homes, real estate brokerage licensed in FL, MA, CT and RI.
www.winslowhomesllc.com



Price It Right From Day One

Call or text **386-690-5858**

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Miami, Fort Lauderdale, New Smyrna Beach, Orlando, the Florida Keys and surrounding towns in Florida. Worcester County and Boston in Massachusetts. Rhode Island and Connecticut.

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