



QUICK GUIDE

# Pricing Your Home Right

How to price for the best result in the Edmonton market — without the guesswork

MaxWell  
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# Pricing your home right

Pricing is the most important decision in your entire sale. This quick guide shows you how to price for the strongest result in the Edmonton market — honestly, and without the guesswork.

## The overpricing trap

Starting high "to leave room to negotiate" almost always backfires. Buyers shop by price bracket and instantly compare your home to every other option in that band. An overpriced home makes the competition look like a deal — so it sits. The longer it sits, the more buyers assume something is wrong, and the deeper you eventually have to cut.

### The first two weeks are everything

Your listing gets the most attention the moment it hits the market. Price it right on day one and you capture that surge of fresh, motivated buyers — often creating competition. Price it wrong and you waste your best window.

## How real value is determined

- **Recently SOLD comparables** — similar homes that actually closed, not wishful list prices.
- **Active competition** — what buyers can choose instead of your home today.
- **Condition & upgrades** — honest adjustments up or down.
- **Market velocity** — fast or slow market changes the right strategy.

## Smart pricing strategies

- **Price at market** to attract the most buyers and invite competing offers.
- **Price slightly below a round-number threshold** (e.g., just under a search cut-off) to widen your buyer pool.
- **Avoid "testing" a high number** — the market punishes stale listings.

### Get your free, no-obligation valuation

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