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YOUR NEXT MOVE STARTS HERE

eXp REALTY BROKERAGE

THE SELLING EXPERIENCE / PRICING STRATEGY

Pricing Your Home Right

A smart seller's guide to pricing with confidence.



A thoughtful price. A confident next move.

Maria Muia | REALTOR(R) | MariaMovesNiagara.ca

THE SELLING EXPERIENCE / PRICING STRATEGY

Pricing Your Home Right

A smart seller's guide to positioning your property with confidence.

The right price is more than a number. It is a strategy.

Your home deserves more than a quick estimate or a price based on what a neighbour is asking. A thoughtful pricing strategy considers your property, the competition, buyer expectations and what is happening in the Niagara market right now.

My approach begins with research and an honest conversation about your goals. Together, we will choose a listing strategy designed to attract qualified buyers while protecting your interests.

Why the asking price matters

Buyers compare homes online long before they book a showing. A price that aligns with the market can help your home stand out, encourage viewings and support stronger negotiations. Pricing too high may limit interest; pricing too low without a clear plan can create unnecessary risk.

A well-priced home gives your marketing a stronger start.

A thoughtful price. A confident next move.

Understanding your market

Market conditions influence how buyers respond to price. No two neighbourhoods, property types or price ranges behave exactly alike.

Seller's market

When buyer demand exceeds the available supply, well-positioned homes may attract more attention and, in some cases, competing offers.

Buyer's market

When buyers have more homes to choose from, they can take more time comparing properties. Competitive pricing, presentation and flexibility become especially important.

Balanced market

When supply and demand are more closely aligned, buyers and sellers often have room to negotiate. Accurate pricing and a strong launch plan still matter.

What shapes your home's value?

Location. Neighbourhood appeal, amenities, accessibility and nearby competing homes.

Property features. Size, layout, lot, age, construction and distinctive characteristics.

Condition and presentation. Maintenance, improvements, mechanical systems and first impressions.

Comparable sales. What similar properties have actually sold for, with adjustments for meaningful differences.

Current competition. Active listings, buyer demand, interest rates and local economic conditions.

My pricing approach

A successful sale starts with understanding both the numbers and the people behind the move.

01 Research the local market

I review relevant recent sales, active competition, properties that did not sell and current trends in your specific area and price range.

02 Evaluate your home

We look at the features, improvements, condition and characteristics that buyers are likely to value, as well as any challenges we should address.

03 Build the strategy

We discuss a recommended asking price, presentation, professional marketing and how the listing will be positioned to reach the right buyers.

04 Review the response

Once your home is on the market, we assess showing activity, feedback and competing listings. If conditions change, we make informed decisions together.

A note about pricing

An asking price is an invitation to the market, not a guarantee of the final sale price. The best approach depends on your home, your timeline and the conditions at the time of listing.

Let's schedule a discovery call.

Whether you are ready to sell or simply exploring your options, I would be happy to discuss your home and help you understand its position in today's market.

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