

Pricing Strategy

How We Determine the Right List Price Using Market Data & Comparable Sales

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Comparable Sales (Comps)	We analyze recently sold homes that are similar in size, age, condition, location, and features to establish a competitive pricing range.
Current Market Conditions	We evaluate inventory levels, buyer demand, interest rates, and local market trends to understand how today's market may influence pricing.
Your Home's Unique Value	Special upgrades, renovations, lot size, views, energy-efficient features, and overall condition are all considered when determining value.
Active & Pending Listings	We compare your home to current competition and pending sales to position your property strategically from day one.
Pricing for Maximum Exposure	Pricing accurately from the start helps generate stronger interest, increase showing activity, and often leads to better offers.
Ongoing Market Monitoring	Once your home is listed, we continue tracking market activity and buyer feedback so we can make informed recommendations if adjustments become beneficial.

Why Pricing Matters

The right price is one of the most important factors in a successful sale. A strategic list price attracts qualified buyers, creates momentum during the first days on the market, and helps maximize your home's value while reducing the risk of extended time on market.