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Pricing Strategy in a Shifting Market

Pricing to Create Demand (Not Just "Test the Market")

By Tracy Scott, REALTOR® · DRE# 00957686 · November 2026

In today's real estate market, pricing your home correctly is more important than ever. Whether you are in a hot market or experiencing shifts toward a more balanced or buyer-favorable market, understanding how to price your home is critical to attracting buyers and maximizing your sale price. Here is how you can navigate pricing strategy in any market condition:

Understand the Market Trends

Before setting a price, it is essential to have a clear picture of current market conditions. In a seller's market, homes often sell above asking price due to high demand and low inventory. Conversely, in a buyer's market, there is more competition, meaning buyers have the leverage to negotiate. Be sure to keep an eye on key indicators like inventory levels, average days on market, and recent sales prices to determine whether the market is shifting toward favoring sellers or buyers.

Look at Comparable Sales (Comps)

One of the most important steps in setting a listing price is researching comparable properties that have recently sold. A "comp" is a similar property in the same neighborhood or area, typically within a quarter-mile radius. Focus on homes that are similar in size, style, age, and condition. I can help you gather this data and adjust the price according to what the market is willing to pay for a home similar to yours. If prices of comps are dropping, this signals a shift in the market and may mean you will need to adjust your price expectations. Call me or text me at (760) 840-7441, and I will provide you with a Comparable Market Analysis Report, with no obligation or pressure.

Consider the Condition of Your Home

The condition of your home plays a significant role in determining its value. If your home is move-in ready with updated finishes, you may be able to price it on the higher end of the scale. On the other hand, if your home needs significant repairs or updates, be prepared to lower the price to reflect the costs buyers incur. However, some minor updates like fresh paint or landscaping can boost the perceived value and justify a higher listing price.

Adjust for Market Changes (Act Fast)

If you are in a rapidly changing market, it is critical to remain flexible and adjust your pricing as needed. If homes are selling faster than expected, you may be able to increase your price. On the flip side, if your home has been sitting on the market longer than average, do not hesitate to adjust downward to attract more attention. Remember, homes that sit on the market too long risk becoming "stale," leading to lower offers or fewer interested buyers.

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Price Just Below Key Thresholds

Pricing just below common price thresholds (e.g., $299,000 instead of $300,000) can make your listing more attractive. Buyers often filter their home search by price range, and homes priced just below key thresholds tend to show up in more search results, leading to more potential buyers seeing the listing. Small pricing strategies like this can make a significant difference when it comes to attracting initial interest.

Think Beyond the Price Tag

While pricing is a key part of the equation, it is not the only factor that determines the success of your sale. In a shifting market, consider additional incentives to attract buyers.

For example, offering a home warranty or closing cost credits can sweeten the deal without reducing the price of the home too much. Additionally, a pre-inspection can show buyers that the home is well-maintained, helping to alleviate concerns that might cause them to low-ball on price.

Net-Focused Strategy, Not Ego-Focused Pricing

A smart luxury pricing plan protects your net by reducing time on market and controlling negotiation leverage. The longer a high-end home sits, the more it starts to look like something is “wrong,” even when nothing is — and that perception becomes expensive.

Instead of chasing an aspirational number and later paying for it through price cuts, carrying costs, credits, and aggressive concessions, we use a demand-based approach: current comparable sales, today’s active competition, and the buyer pool that is shopping right now. When the pricing and presentation align from day one, you are more likely to attract decisive showings early, generate stronger terms, and keep the conversation focused on value instead of discount.

Monitor and Reevaluate

The real estate market can be unpredictable, especially during times of economic uncertainty or seasonality. If you do not get offers within the first couple of weeks, be sure to revisit your pricing strategy. If activity stays low for the first 30 days, we can discuss making changes based on the current market. I will also keep you informed of changing trends and help you evaluate whether a price drop is necessary to stay competitive.

In Conclusion

Setting the right price in a shifting market requires knowledge, flexibility, and a deep understanding of your local market dynamics. If you are proactive in pricing strategically and stay responsive to changes, you will improve your chances of securing a sale at the best possible price. Working with me you will find I can help guide you through the process and ensure you are making data-backed decisions that will benefit you in the long run.

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