⭐ SELL FOR MORE SYSTEM™

PRICING REALITY WORKSHEET

A seller self-assessment tool to align expectations with market value and maximize equity.

⭐ SECTION 1 — START WITH THE TRUTH

Before you can price your home correctly, you must acknowledge:

✓ The market doesn't care what you *want*

✓ The market doesn't care what you *paid*

✓ The market doesn't care what you *need*

✓ The market doesn't adjust for emotional attachment

✓ The market responds to price, condition, and competition — not opinions

This worksheet helps you see your home the way buyers — and the market — actually see it.

⭐ SECTION 2 — RATE YOUR HOME ON THE 6 VALUE FACTORS

Rate each category from **1 to 5**:

1 = Below Average
3 = Average
5 = Above Average

Be honest — honesty protects your equity.

FACTOR 1: Condition (1–5)

Ask yourself:

- Is the home updated or dated?
- Are there visible signs of wear?
- Does anything look old, patched, or cheaply repaired?
- Does the home smell clean and neutral?

Your score: _____

FACTOR 2: Location (1–5)

Ask yourself:

- Is your street quiet or busy?
- Is there a school, highway, or commercial property nearby?
- Does your home back to powerlines, railroad, industrial, or multi-family?

Location cannot be changed — only priced for.

Your score: _____

FACTOR 3: Layout / Functionality (1–5)

Ask yourself:

- Is the layout open and functional?
- Are there awkward rooms?
- Is the primary bedroom far from the others?
- Are bathrooms accessible?
- Are add-ons or conversions making the home feel choppy?

Your score: _____

FACTOR 4: Comparable Upgrades (1–5)

Ask yourself:

- Do competing homes have newer kitchens?
- Newer baths?
- Newer flooring, HVAC, roof, or appliances?
- Are other homes more “move-in ready”?

Your score: _____

FACTOR 5: Neighborhood Competition (1–5)

Ask yourself:

- Are nearby homes selling fast or slow?
- Are there many listings like yours?
- Are new builds competing with you?
- Are renovated homes competing with your unrenovated home?

Your score: _____

FACTOR 6: Market Momentum (1–5)

Ask yourself:

- Are interest rates rising or falling?
- Are buyers active or cautious?
- Is inventory high or low?
- Is the neighborhood trending up or down?

Your score: _____

⭐ SECTION 3 — TOTAL YOUR SCORE

Add all six factor scores:

Total Score (out of 30): _____

⭐ SECTION 4 — YOUR PRICING CATEGORY

25–30 — PREMIUM PRICED HOME

Your home is highly competitive. Buyers see strong value.
You can price at the upper range of the market.

Strategy:
List confidently and position yourself for multiple offers.

20–24 — ABOVE AVERAGE

Your home shows well and competes well.
Small improvements can push you into premium range.

Strategy:
Price within market range.
Avoid overpricing — it weakens urgency.

15–19 — AVERAGE

This is where most homes fall.
Average homes require **accurate pricing** to attract strong buyers.

Strategy:
Price where the market is — not above it.
Expect buyers to compare aggressively.

10–14 — BELOW AVERAGE

Your home may need updating, repairs, or repositioning to compete.

Strategy:
Consider making improvements OR price accordingly so buyers feel motivated.

0–9 — HIGH RISK OF OVERPRICING

This score means your home is outmatched by the competition.
If priced too high, it will sit.

Strategy:
Do NOT price above comps.
Prioritize improvements from Module 2 before going live.

⭐ SECTION 5 — THE "REALITY CHECK" QUESTIONS

Answer honestly:

1. **Would I buy my home at the price I want to list it for, given the condition and competition?**
   Yes / No
2. **Does my home truly outperform the homes I'm comparing it to?**
   Yes / No
3. **If I were a buyer, what objections would I have about my home?**

---

4. **If the market shifts during my listing period, am I prepared to adjust quickly?**
   Yes / No
5. **Am I emotionally prepared to price based on data, not desire?**
   Yes / No

⭐ SECTION 6 — PRICING ALIGNMENT SCALE (Seller + Agent)

Use this tool with your listing agent during your strategy session.

Mark your desired price: _____
Mark your agent's recommended price: _____
Mark the comp-supported price: _____

If these three numbers align → You're market-ready.

If they don't → Adjustments are needed.

⭐ SECTION 7 — KEY TAKEAWAY

Pricing is NOT guesswork.
It's strategy.

Your price determines:

- your buyer pool
- your showing traffic
- your offers
- your timeline
- your leverage
- your final equity

This worksheet ensures you price your home **based on reality — not emotion.**