

Overcoming objections in Pricing-

I completely understand your Zestimate is important. Let's look at what it includes—and what it doesn't. Real-time local data often paints a clearer picture. I hear that a lot—Zestimates are definitely something many sellers look at. And I get it—they can be tempting because they offer a quick value.

But here's the thing: Zillow has never been inside your home. It's pulling from public data and comparable homes that may not match yours in updates, condition, location nuances, or even accuracy.

What I've provided you is based on actual local sales, current market trends, and my firsthand knowledge of buyer behavior in this area. Think of the Zestimate as a starting point—it's not the finish line.

Ultimately, the market determines value. My goal is to help you price strategically so that we attract qualified buyers and avoid sitting on the market, which can lead to price reductions later.

Would you like to walk through the comps again together and look at how they compare side-by-side with your home?"

A price reduction often signals "something is wrong" to buyers. Pricing accurately from the starting gate will give you a better chance of success.

. I completely understand wanting to get the most money possible—that's absolutely my goal too.

Here's what I've learned from experience: pricing too high out of the gate can actually *hurt* your chances of getting top dollar. The first two weeks on the market are when your listing gets the most attention—buyers are watching for new inventory daily. If we come out too high, we risk being ignored or helping other homes sell by comparison.

We can absolutely monitor the response closely, but instead of chasing the market down later, we position it right and potentially create competition—*that's* how we get strong offers and maybe even over asking.

Would you be open to a strategy where we price at fair market value to drive interest, and if we don't get activity quickly, we can revisit the strategy within the first 10-14 days?"

I completely understand—it can be really confusing when you hear different numbers from different agents. But here's something I always tell my clients: the market—not the agent—sets the value.

Some agents may tell you a higher number hoping to win the listing, but if it's not supported by real data and market conditions, your home could sit, go through price reductions, and ultimately sell for less than if it were priced right from the start.

I'd rather give you an honest, data-driven recommendation that helps you *sell*—not just *list*—your home.

If you'd like, we can walk through the comps together again so you feel completely confident in the pricing strategy. My goal is to help you get the best possible outcome, not just tell you what you want to hear.