



Phil Hoover ABR, CRS

Associate Broker

(208)938-5533 Direct

Phil@PhilHoover.com

www.BoiseReal.com



6206 N. Discovery Way, #C
Boise, ID 83713



What's My Home Worth?

Determining Value

The very first thing all Realtors® learn in Real Estate:101 is the definition of value:

“Value = the price a willing buyer will pay a willing seller with no undue influences”

Simply put, your home is worth what a qualified buyer will pay for it – period!

Your home is *not* worth:

- What you want/need to get for it.
- What you paid for it.
- What your neighbor, Bob, says it should sell for.
- What the tax assessor says it is worth.
- What the home equity loan appraiser said it was worth.
- What you owe on it.

Pricing Strategies

There are three established pricing strategies for your home:

Above Market Value

Most sellers like to price their homes high, believing they might get lucky and that someone will come along and pay them more than their home is worth.

Unless you are in a red hot “seller’s market” where homes attract multiple offers within an hour or two of the sign going up, this is a flawed strategy. Buyers are smarter than you think. They shop the market thoroughly and often know market conditions and property values better than most real estate agents. They will spot an overpriced home instantly and not waste their time negotiating with an unrealistic seller.

Worse yet, your home will become “stale” on the market after it doesn’t sell within a reasonable time and you will then be forced to lower your price to stimulate interest.

This weakens your negotiating position as your home becomes known as having been for sale for an extended period of time, followed by a price reduction.

At Market Value

This is always a good strategy because it is exactly what your home is worth. This is the optimum strategy for you if you are trying to achieve a top dollar sale in a reasonable time period.

Below Market Value

This should be your strategy if you need to achieve a fast sale. Your reasons may include financial distress, job transfer, a change in marital status, loss of income, health problems, etc. Whatever your motivation, pricing your home below its proven market value is the best way to achieve a fast sale.

If you are in slower market conditions, including a market with an oversupply of available listing inventory, you will need to place more weight on pending sales and available listings than on closed sales because those competing available homes are your best indicator of market activity.

Important: *Establishing the proper asking price is your most potent marketing weapon.* *Overprice your home and a top-dollar sale will become nearly impossible. Price your home correctly and you are almost certain to achieve fair market value within a reasonable period of time.*