



PRICING YOUR HOME WHILE RELOCATING IS NOT GUESSWORK. IT'S STRATEGY.

A strategic pricing guide for relocating home sellers who need certainty, leverage, and results.

FOR RELOCATING SELLERS

STRATEGIC PRICING

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THE RELOCATION REALITY CHECK

Relocating sellers operate under fundamentally different conditions than traditional sellers. You're managing job transitions, school schedules, dual mortgages, and firm move-out dates. There's no room for "testing the market" or waiting months for the perfect buyer.

When timing matters, your pricing strategy cannot be emotional it must be **strategic**. The first 14 days on market carry more weight than the next 60 combined.

This is about positioning your home to attract serious buyers immediately, protect your negotiating leverage, and align with your timeline all while preserving your net proceeds.



THE 3 PRICING MISTAKES RELOCATING SELLERS MAKE

MISTAKE #1: PRICING BASED ON PAST VALUE

Sellers anchor to what their home *was* worth in prior years, not what buyers are paying right now. Markets shift. Inventory changes. Buyer behavior evolves.

Past value is not market value.

MISTAKE #2: PRICING ASPIRATIONALLY

"Let's try higher first."

"We can always reduce later."

"We only need one buyer."

The problem: Momentum is not recoverable. Once a listing sits, buyer psychology shifts and leverage disappears.

MISTAKE #3: CHASING THE MARKET

Homes that start too high generate weak activity, leading to price reductions and increasing urgency. Instead of buyers competing for your home, you start competing with the market.

Relocating sellers cannot afford this cycle.

THE RELOCATION PRICING LADDER

A strategic framework designed specifically for sellers working against firm deadlines.

MARKET-CHASE PRICE

Purpose: Stretch strategy

Outcome: Slower activity, higher risk, reduced leverage

Best for: Sellers with no deadlines who can absorb extended market time and negotiation pressure

MARKET-RESPONSIVE PRICE

Purpose: Balanced approach

Outcome: Solid buyer interest, dependent on condition and presentation

Best for: Sellers with some flexibility and strong home condition who are well-positioned within inventory levels

MARKET-CONTROL PRICE

Purpose: Speed, leverage, competition

Outcome: Strong activity, multiple offers possible, powerful negotiating position

Best for: Sellers with firm timelines who need certainty, clean offers, and want to protect net through leverage

❏ **Strategic insight:** Relocating sellers rarely benefit from Market-Chase pricing—not because homes lack value, but because timelines demand different strategy.



UNDERSTANDING BUYER PSYCHOLOGY AND MARKET MOMENTUM

WHEN PRICING FEELS RIGHT

- Showings increase immediately
- Offers arrive faster
- Negotiations remain clean
- Buyers move with confidence

WHEN PRICING FEELS WRONG

- Buyers hesitate or skip entirely
- Days on market accumulate
- Leverage shifts to buyers
- Negotiations become defensive

Buyers respond to homes that feel fair, confident, well-positioned, and easy to say yes to. Strong positioning from day one protects your timeline, leverage, deal structure, and net proceeds.

HOW I BUILD PRICING STRATEGIES FOR RELOCATING SELLERS



My pricing process is neither automated nor generic. It's built on rigorous market intelligence and strategic thinking tailored to your unique situation.

EVERY STRATEGY ADDRESSES:

- Hyper-local comparable sales analysis
- Current active buyer behavior patterns
- Real-time inventory pressure points
- Market absorption rates and trends
- Your specific timeline requirements
- Buyer psychology and positioning

Three critical questions guide every decision:

1. How fast must this sell?
2. What buyer pool must we attract?
3. How do we protect leverage from day one?

THE FIRST 14 DAYS: WHY TIMING AND LEVERAGE MATTER



DAYS 1-14

Peak buyer interest and maximum leverage



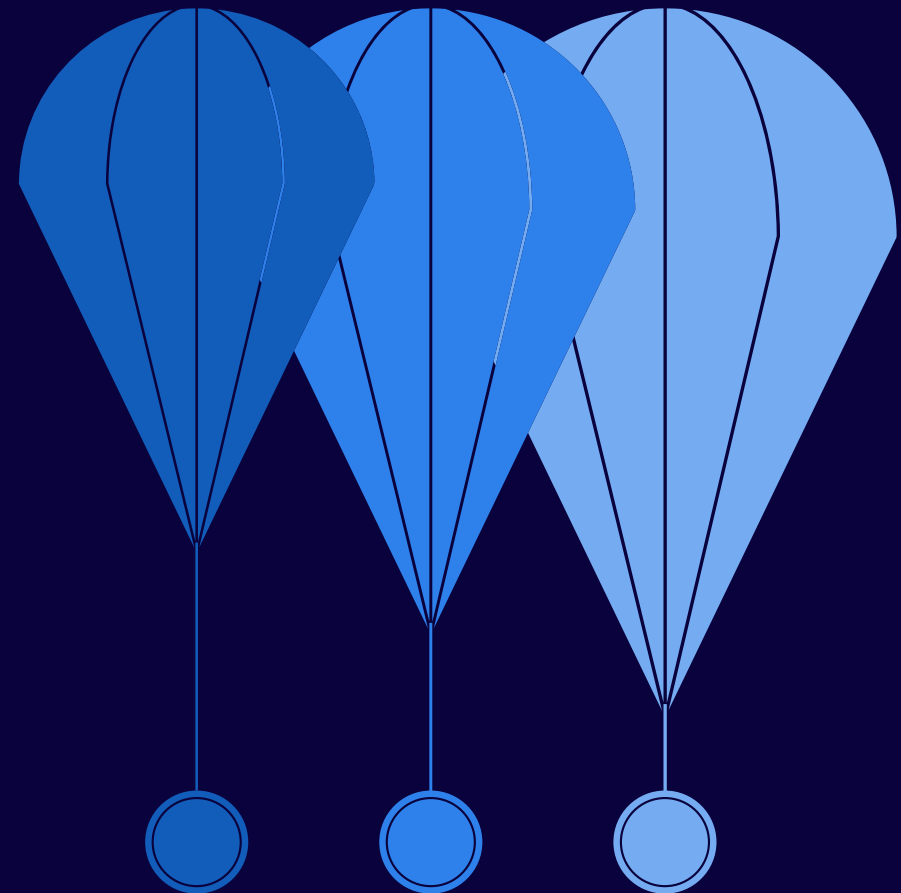
DAYS 15-45

Declining activity and weakening position



DAYS 46+

Market stigma and defensive negotiations



The market judges your home most critically in its first two weeks of availability. Peak buyer activity, maximum showing requests, and strongest negotiating leverage all concentrate in this narrow window.

After day 14, buyer perception shifts, questions arise about why the home hasn't sold, and your position weakens progressively.

Relocating sellers must get pricing right the first time.

THE RELOCATION PRICING ADVANTAGE



CLARITY OVER NOISE

Cut through market confusion with data-driven strategy and clear direction.



STRATEGY OVER OPINIONS

Structured approach based on market reality, not emotional guesswork.



CONFIDENCE OVER PRESSURE

Move forward knowing your pricing protects timeline, leverage, and net proceeds.



STRUCTURE OVER CHAOS

Systematic planning that aligns every decision with your relocation goals.

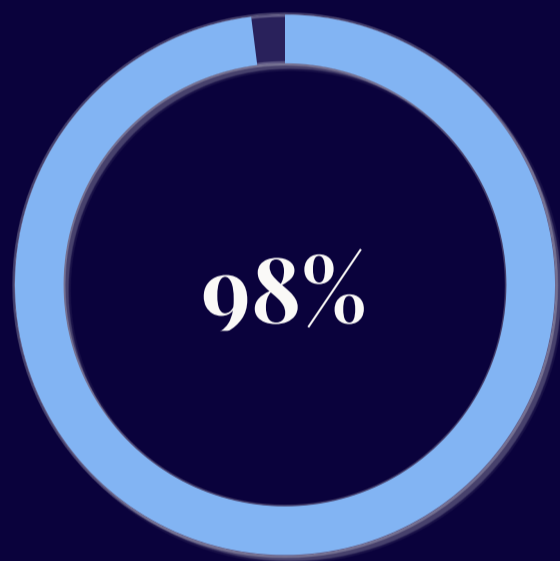
The goal isn't just selling your home it's selling it on time, with leverage, clean terms, and strong positioning throughout.

WHAT SUCCESS LOOKS LIKE



DAYS TO CONTRACT

Average time for strategically priced relocations



LIST-TO-SALE RATIO

Strong positioning protects final sale price



AVERAGE OFFERS

Multiple offers create competitive leverage

STRATEGIC PRICING DELIVERS:

- Homes that sell within your timeline window
- Preserved negotiating leverage throughout
- Clean offer structures with fewer contingencies
- Protected net proceeds through competitive positioning
- Reduced stress during an already complex transition

Maximize outcome, not just list price.

YOUR NEXT STEP: PRIVATE RELOCATION PRICING CONSULTATION

If you're relocating and need a pricing strategy aligned with your timeline, financial goals, and market reality, I offer a comprehensive relocation pricing consultation.

This isn't a generic estimate—it's a strategic pricing plan built around your specific situation, including your move timeline, financial priorities, local market conditions, and leverage position.



REQUEST YOUR STRATEGY

Schedule a focused consultation



RECEIVE CUSTOM ANALYSIS

Get detailed market positioning plan



EXECUTE WITH CONFIDENCE

Move forward with clarity and structure

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