

Pricing Like a Pro

Although I know you've chosen to sell your home on your own, I also know how difficult it is to truly price a home—or develop a pricing strategy—like a professional. This guide is meant to help you get as close as possible.

There are far too many factors that go into determining a home's value to cover them all here, **but this booklet will give you a strong foundation and help you avoid some of the most common pitfalls** that trip up even experienced sellers.

The biggest challenge for any homeowner selling on their own isn't access to data—it's objectivity. **When you've poured time, money, and memories into a property, separating emotion from market reality can be tough.** Without professional guidance, this part is the hardest to overcome.

Still, if you take your time, stay open-minded, and use the tools in this guide, you'll be several steps ahead of most FSBO sellers. Let's get started helping you **“price like a pro.”**

The Truth About Online Estimates

It's tempting to lean on Zillow, the courthouse, or other online value estimators when setting your price. They're quick, free, and everywhere. **But those algorithms can't walk through your front door.** They don't see upgrades, smell fresh paint, or hear the noise from the school pickup line at 3 p.m.

These systems pull from public data—square footage, bedroom count, neighborhood averages—and spit out a number that looks precise. **It isn't.** They can't tell if your home backs up to a busy street or sits quietly at the end of a cul-de-sac. They don't know if your kitchen was remodeled last year or last decade.

Even courthouse-assessed values have a purpose that's mostly tax-related, not market-driven. In other words, they're designed to help the county, not to help you sell your home for top dollar.

Online algorithms are fine for a rough idea, **but trusting them completely can lead to overpricing, missed buyers, or leaving money on the table.** Real market value is about context—condition, competition, timing, and buyer perception. That takes human insight, not code.

Your Objectivity Checklist

The hardest part of pricing your home isn't running numbers—it's seeing your space the way a buyer will. Emotion clouds judgment, and ***even the best DIY sellers struggle to stay neutral***. Use this checklist to help you step back and think like a stranger walking through your front door.

1. Walk the exterior first.

Pause at the curb. What's your first impression? Fresh paint? Tired landscaping? Anything that would make a buyer hesitate before they even step inside?

2. Take photos—then study them.

Your camera will reveal what your eyes miss. Look for clutter, dated decor, or lighting that makes rooms feel smaller. ***Buyers scroll fast***; photos shape their entire perception.

3. Compare honestly.

Pull up listings of homes that actually sold nearby. Not just what's listed, but what closed. How does your home really measure up in condition and appeal?

4. Ask for outside eyes.

Invite a blunt friend or family member over—***someone who'll tell you the truth***, not what you want to hear.

5. Note the flaws—and fix what's reasonable.

You don't need perfection, just a clean, well-cared-for feel. Buyers forgive less than sellers think.

The more you detach, the closer you'll get to the real market picture. Objectivity isn't easy, but it's the foundation of smart pricing.

Finding Your Price—and Your Buyer

Once you've studied the recent *solds* and looked hard at the *actives*, you'll start to see patterns. The actives are your competition; the solds are your proof. Together, they form the boundary lines of what buyers in your area are actually willing to pay.

But here's the single biggest truth to hold onto: ***the market doesn't care what you need to get out of your home***. It only cares what buyers are willing to pay for it. You can't price based on your mortgage balance, your next purchase, or the number that "feels fair." Price is a reflection of demand, timing, and perception—nothing more, nothing less.

The second piece is just as critical: know exactly ***who your buyer is***. Your "perfect buyer" or *avatar* shapes everything—from your listing photos to your description.

- If you're selling a tidy three-bedroom near good schools, your buyer is likely a young family hunting for stability and space.
- A downtown condo? You're probably talking to professionals who care more about convenience than yard size.
- A large suburban home with a pool? ***Think established families or even multi-generational buyers looking for comfort and privacy.***

When you know who you're selling to, you can speak their language—because pricing isn't just about the number, it's about connection. The more you align with your buyer's mindset, the faster that number starts to make sense to the market.

Final Thoughts

There's a lot more to pricing than what fits in these pages. The fine points—like price bracketing for maximum exposure, list-to-sale ratios that quietly shape your bottom line, and what I call the ***"Days on Market Tax"***—can make or break your net at closing. Every extra week on the market costs you more than most realize.

And that perfect price? It's not just a number. It's strategy. It's psychology. It's knowing exactly which buyer will pay the most—and how to make them see the value before anyone else does.

This guide gives you a strong start, ***but the real advantage comes from experience, timing, and precision.*** That's the part no algorithm or checklist can replace.

If you ever want to know what those next-level strategies look like—or how to keep every dollar you've earned from slipping through the cracks—I'd be glad to show you.



Sherrie McCollum

Cell: 405.698.6642

Email:

sherrie@sherriemrealbroker.com

website:

movingtooklahomacityok.com