

DON'T BE THE LISTING THAT SITS

Seller Price Check

A simple guide for Wichita-area homeowners who want to avoid pricing mistakes before they list.



Know where buyers may push back



Know what makes a home sit



Know your likely price range first



Seller Price Check

Don't Be The Listing That Sits

Selling a home sounds simple.

Pick a price.

Put it online.

Wait for buyers.

But in today's market, that can go wrong fast.

A lot of sellers are stuck between two fears:

“I don't want to leave money on the table.”

“I don't want to price too high and sit.”

That is the problem this Seller Price Check is built to help with.

It is not a full appraisal.

It is not a Zestimate.

It is not a random online guess.

It is a practical look at how buyers may see your home before you list.

The Real Problem Sellers Are Facing

Most sellers do not lose money because they picked a **bad** agent.

They lose money because they start with the **wrong plan**.

Sometimes the price is **too high**.

Sometimes the house looks fine to the seller, but buyers compare it against homes that are **cleaner, newer, better staged, or better priced**.

Sometimes sellers spend money fixing things that **do not matter** much, while ignoring the things buyers actually notice.

Sometimes they wait too long to adjust, and by the time they do, buyers are already wondering:

“What's wrong with that house?”

The first few weeks matter because that is when your listing is fresh.

That is when serious buyers, agents, saved searches, and online alerts are most likely to notice it.

If the price feels right, buyers act.

If the price feels off, many buyers do not make an offer.

They just move on.

That is why **pricing is not just about what you want.**

It is about what **buyers believe the home is worth** compared to everything else they can buy.

A good pricing strategy looks at the home through the buyer's eyes.

Not just the seller's.

What The Seller Price Check Looks At

1. Your likely price range

We look at what homes similar to yours are listed for, what has actually sold, and where your home may fit in the current market.

The goal is not to guess the highest possible number.

The goal is to understand the price range where your home may get real attention.

2. Buyer competition

Your home is not competing against every house in Wichita.

It is competing against the homes buyers are also considering in your price range, area, condition, and style.

That matters.

A buyer may love your house, but if another home looks cleaner, newer, bigger, or better priced, that other home can make yours feel expensive.

3. What could make your home sit

Some homes sit because of **price**.

Some sit because of **condition**.

Some sit because the **photos** do not show well.

Some sit because the **marketing** does not explain the value clearly.

Some sit because the home is fine, but the buyer **pool is smaller** than the seller expected.

Before you list, it helps to know where the **weak spots** may be.

4. What buyers may push back on

Buyers do not always say what they are thinking.

They may not tell you the carpet feels **dated**.

They may not say the **price feels too close to a newer home**.

They may not explain that the layout, repairs, roof age, basement, neighborhood, or financing conditions made them **hesitate**.

They just do not write an offer.

We help identify the possible objections before the market does.

5. What updates may or may not be worth doing

Not every repair gives you your **money back**.

Some updates help the home **sell faster**.

Some help the home **photograph better**.

Some make buyers feel more **confident**.

And some are just **expensive distractions**.

Before spending money, it helps to know what may actually matter to buyers.

Why You Need A Real Estate Agent For This

Online estimates can be useful for a rough starting point.

- But they do not walk through your house.
- They do not smell pet odor.
- They do not notice deferred maintenance.
- They do not know if your kitchen feels updated or just photographed well.
- They do not know if the house down the street sold high because it had a finished basement, new roof, extra garage, better lot, or seller-paid concessions.
- They do not know what buyers are saying during showings.
- They do not know which homes looked good online but felt rough in person.
- That is where a real estate agent matters.
- A good agent does not just pull numbers.
- A good agent helps interpret the numbers.

There is a difference.

What We Help You Understand

When we do a Seller Price Check, we are looking for answers to questions like:

- What price range makes sense before you list?
- Where might buyers see your home as a good deal?
- Where might they start to hesitate?
- What nearby homes are helping or hurting your value?
- What could make your home sit?
- What could help it stand out?
- What should be fixed, cleaned, removed, staged, or left alone?
- What is the risk of starting too high?
- What is the strategy if the market does not respond?

The goal is simple:

Help you make a smarter decision before the sign goes in the yard.

The Mistake We Are Trying To Help You Avoid

The dangerous move is not pricing high.

The dangerous move is ***pricing high without a plan.***

Because once the home sits, the conversation changes.

At **first**, buyers ask:

“Is this the right house?”

Later, they ask:

“Why hasn’t this sold?”

That second question is the one sellers want to avoid.

The Seller Price Check is designed to help you see the risk before buyers do.

Who This Is For

This is for you if:

- You are thinking about selling in the next few months.
- You are not sure what your home is really worth.
- You are worried about pricing too low.
- You are worried about pricing too high.
- You want to know what buyers may think before you list.
- You want a clearer plan before making a decision.
- You do not want to guess.

What Happens Next

If you want a Seller Price Check, we will **take a basic look at your home**, your area, and the homes buyers may compare yours against.

Then we will help you understand **where your home may fit** and what could affect the price.

- No pressure.
- No pushy listing appointment.
- No pretending every house is perfect.

Just a clearer look before you make your next move.

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We are here to help!