

A modern living room interior featuring a large, arched window that looks out onto a lush green landscape. A white sofa with several cushions and a fringed throw blanket is positioned in front of the window. A black metal coffee table with a glass top sits in the foreground. To the left, a black fireplace is visible. The room is decorated with a patterned rug and a vase of dried flowers on the coffee table.

ATHENS SELLER PRICING GUIDE

HOW TO PRICE YOUR HOME TO SELL
(NOT SIT) IN ATHENS, GA

A photograph of a modern interior space. In the foreground, a light-colored wooden console table with a dark metal base holds a small potted plant, a stack of books, and a vase with dried flowers. Behind the table, a tall, narrow mirror with a dark frame reflects a bright window. To the right, a wicker chair with a dark frame and a light-colored cushion is visible. The floor is made of light-colored wood planks.

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Introduction



The Market Has Shifted — And Pricing Matters More Than Ever

If you're thinking about selling your home in Athens, GA, there's one thing you need to know:

👉 The pricing strategies that worked a few years ago don't work today.

Buyers are more selective. Inventory has shifted. And homes that miss the mark on pricing often sit... and ultimately sell for less. The good news?

When priced and positioned correctly, homes are still selling quickly—and for strong numbers.

This guide will show you how.

-Leah Leggett

The First 14 Days Matter Most

Your First 14 Days on the Market Determine Everything

The moment your home hits the market, it gets the most attention it will ever receive.

That's when:

- The most serious buyers see it
- Agents send it to their clients
- Online platforms push it to the top

If your home is overpriced during this window:

- ✗ Buyers skip it
- ✗ Showings slow down
- ✗ You lose momentum

And once that happens, it's hard to recover without a price reduction.



The Most Expensive Mistake Sellers Make

“Let’s Just Test the Market” Is the Most Expensive Strategy

Overpricing might seem harmless—but it usually leads to:

- Longer days on market
- Fewer showings
- Price reductions
- Lower final sale price

In today’s Athens market, buyers are educated and watching closely.

They know value—and they move quickly on homes that are priced right.



What Actually Drives Pricing in Athens

What Determines Your Home's Value Right Now

It's not just about square footage or what your neighbor sold for.

Today's pricing depends on:

- ✓ Recent comparable sales (not just listings)
- ✓ Current competition (especially new construction)
- ✓ Condition & updates
- ✓ Location within Athens (Eastside, Five Points, Oconee, etc.)
- ✓ Buyer demand in your price range

👉 Pricing is both data and strategy.



My Pricing Strategy

How I Price Homes to Sell (and Win)

When I price a home, I don't just "list it"—I position it.

My strategy includes:

- Analyzing real-time buyer behavior
- Studying your direct competition
- Identifying your home's strongest selling points
- Creating a pricing strategy that drives demand
-

Sometimes that means pricing:

- At market value to attract strong offers
- Slightly below to create competition
- Strategically aligned with buyer search ranges

👉 The goal: maximize interest, not just price.



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Signs Your Home Is Overpriced

How to Know If Pricing Is Off

If your home is on the market and you're seeing:

- Showings but no offers
- Low online engagement
- Feedback like "priced too high"
- Comparable homes are selling while yours sits

...it's almost always a pricing issue.



When and How to Adjust Price

Timing Your Price Adjustment Matters

Price reductions aren't failures—they're strategy shifts.

But timing is key.

- ✓ Early, strategic adjustments = renewed interest
- ✗ Waiting too long = stale listing

The goal is to reposition your home before it becomes overlooked.



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The Goal Isn't Just to Sell— It's to Sell Well

Pricing Right = Better Results

When your home is priced correctly from the start:

- ✓ More showings
- ✓ More buyer interest
- ✓ Stronger offers
- ✓ Better terms

And often... a higher final sale price.





Curious What Your Home Is Worth in Today's Athens Market?

I'd be happy to walk you through exactly how I would price and position your home.

No pressure—just real strategy.

 Send me a message

 Or DM me on Instagram @leahleggettrealestate

Let's make sure your home launches the right way.

— *Leah Leggett*

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