

Setting the Right Asking Price

Price your home to attract buyers and maximise your return

In the GTA, the difference between a home that sells in days and one that lingers often comes down to one thing — the asking price. Price too high and buyers scroll past. Price too low and you leave money on the table. Here's how to get it right.

01 HOW YOUR AGENT DETERMINES THE RIGHT PRICE

- A Comparative Market Analysis (CMA) looks at recent sales of similar homes in your neighbourhood — same size, age, and condition — to establish a realistic price range.
- Active listings show you the competition your home will be measured against the moment it goes live on MLS.
- Expired listings are just as valuable — they reveal the price ceilings buyers have already walked away from.
- Market conditions shift the equation. In a seller's market you have more room to push. In a balanced or buyer's market, precision matters even more.

02 THE HIDDEN COST OF OVERPRICING

- Homes that sit on the market lose momentum fast. Buyers assume something is wrong — even when nothing is.
- After two or three weeks without an offer, the most common fix is a price reduction. That drop often signals desperation and attracts lowball offers.
- In Burlington and Halton Hills, where buyer pools can be smaller, pricing even 5% over market can mean sitting unsold through an entire cycle.

03 PRICING STRATEGIES THAT WORK IN THE GTA

- Holdback strategy: list slightly under market value, set an offer date five to seven days out, and create competition among buyers. Works well in low-inventory conditions.
- At-market pricing: list at or very close to fair market value with no offer date. Attracts serious buyers without the pressure of a bidding war.
- Transparent pricing: effective for unique or rural properties where comparable sales are limited and buyers need clear justification for the number.

04 HOW YOU CAN SUPPORT THE RIGHT PRICE

- Complete small repairs before listing — peeling paint, a dripping tap, or a cracked tile all signal deferred maintenance and invite lower offers.
- Professionally staged homes typically sell for more. Buyers pay a premium for homes that feel move-in ready.
- Timing matters. Spring and fall are peak seasons in the GTA — listing at the right time supports a stronger price.



Ready to sell? Let's talk strategy.

A clear, no-pressure conversation about your home and the market.

Mats Moy Sales Representative

365-544-3088 matsmoy.com