

Pricing your home

Setting the price at the time of listing your home is one of the most important factors to a quick and successful sale. Your home has the greatest momentum when it first enters the market and having a fair market price at the onset of your listing is key. The concept of “testing” the market can often backfire when you start with a price too high when you are ultimately willing to accept much less. This turns away initial buyers, often leaving them wondering if you are serious about selling your home at this moment in time..

With the homeFree advantage, calculating the commission you would save if you were using a realtor (typically 7% on the first \$100k of sale price and 3.5% on the balance of sale price) is the first factor to consider.

The homeFree advantage allows you to be more competitive in the marketplace. Take this into consideration when choosing your initial list price. Additionally, there is no need to leave significant room for negotiation.

IF you list at a firm but fair price, buyers will recognize this and this will create significant interest in your listing and generate serious offers faster. Remember, the market value of anything is what a buyer is willing to pay. Furthermore, most buyers will require financing and lenders will only lend to a maximum mortgage for a home that is purchased at the appraised value.

Appraisal vs "Market Evaluation"

A licensed real estate appraisal is a professional opinion of the market value of a property, conducted by a licensed appraiser. A licensed real estate appraiser is a certified professional who has undergone extensive training and education to be able to accurately evaluate a property's current market value. Licensed real estate appraisals are commonly used for mortgage financing.

HomeFree's AI price is generated by an independent, third-party platform using an Artificial Intelligence (AI) tool which considers various factors, such as location, condition, size, features, and recent sales of comparable properties in the area to determine fair market value. AI is improving daily and can often be aware of local trends faster than the naked eye

A realtor's "free market evaluation" is an analysis of a property's value in the current real estate market. It's important to note that a realtor's market evaluation is not the same as an appraisal, which is conducted by an unbiased licensed appraiser. It is also important to note that a realtor's market evaluation is not free when they have \$19,000 in commissions at stake. They may attempt to suggest a price that secures them a listing. It has been known that realtors may over-value a property through their "Free Evaluation" to secure a listing agreement and shortly after, they suggest you lower your price. For them, it is a negligible change in their commissions; for a homeowner, that may be a significant amount of equity they were expecting from the sale of their home.

homeFree highly recommends that sellers opt-in for the appraisal. For only \$197 you will rest assured that you are priced right for the market. That's a small price to pay for peace of mind, and it will ultimately save you time and money.



homeFree

Sell Simple. Buy Better.

