



## A 5-STEP STRATEGY BUILT FOR TODAY'S MARKET

# THE PRICING POWER PLAY

In 2026, pricing strategy isn't just about comps and hope. With shifting buyer behavior, AI-driven home search, and evolving inventory dynamics, today's market rewards precision, not guesswork. This guide gives agents a simple but powerful framework to:

- Win more listings
- Set realistic expectations
- Reduce days on market
- Protect seller equity while staying competitive

Let's get strategic.

### **Step 1: Price Positioning**

Start with a complete market scan:

- Solds: Set the baseline.
- Pending: Show what's working now. (review (DOM)days on market, price drops)
- Actives: Know your direct competition. (quality of exterior and interior, look for updates and or deferred maintenance )
- Withdrawns/Expireds: Learn from what failed.

What to look for:

- Average Days on Market (DOM)
- Price per square foot trends
- Specific buyer sweet spots (under \$500k, under \$1M, etc. \*look to see where the last home sold at i.e. \$499,900 vs. \$500,000)

**Pro Tip: Include surrounding neighborhoods that buyers are also considering. Price is relative to options, not just comps.**

## **Step 2: Psychological Pricing Hacks**

Leverage buyer search behavior:

- List at \$499,000 instead of \$500,000
- \$749,000 vs \$750,000
- Price to appear in more online searches and look more approachable (go to realtor.com and Zillow and look at pricing search bar to understand customer search behavior)

Why it works: Buyers shop in brackets. This strategy ensures your listing gets seen in both the top and bottom of adjacent price ranges.

Additional Tactic: Use emotionally engaging numbers (e.g. \$884,900) for luxury listings that feel more customized and intentional.

## **Step 3: The 7-Day Confidence Window**

Set the tone early with your seller: "We'll know within 7 days if the price is working."

What to track:

- Online views
- Showing volume
- Buyer feedback

**If there's silence, it's not marketing—it's the price.**

Use this window to build in data-driven checkpoints and pre-agreed repricing options if needed.

## **Step 4: Price Anchoring for Negotiation**

You're not just pricing to sell—you're pricing to negotiate from strength.

The math: If market value is ~\$515,000:

- Price at \$499,000 to create competition
- Or at \$525,000 to leave negotiation room, but only if the property is unique or supply is low

Use This Script: "We price to invite offers, not scare them off. More eyeballs = more leverage."

## Step 5: Strategic Repricing Gameplan

Pre-frame the possibility of a price adjustment before launch:

- Day 7: Review engagement metrics
- Day 14: Reassess showings + feedback
- Day 21: Price repositioning if needed

This protects your seller's time on market narrative and shows that you have a proactive, not reactive, pricing model.

Position it like this: "We don't drop price because we're panicking. We reposition to stay ahead of the market."

- Playing to win: Proactive, driven by vision, open to accountability
- Playing not to lose: Reactive, fear-based, stuck in perfectionism

If you're waiting to feel "ready," you're already late.

### Ask yourself:

- Am I investing in systems that support my future self?
- Do I spend more time avoiding risk than building opportunity?
- Who's in my corner challenging me to play bigger?

## 5. BONUS TOOL: The "Risk Audit" Worksheet

Take 15 minutes and audit your current risks:

Traffic	Offers	Interpretation
Low	None	Poor pricing or visibility
High	None	Priced too high
High	Few	Nearly right—tiny tweak
High	Many	Nailed it.