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The Honest Home Pricing Worksheet

A print-and-write guide to pricing your own home the way a pro would — before you commit to a number a computer guessed.

Use this before you list.

This walks you through building a defensible **starting price range** for your home using real, recent sales — not a website's automated estimate. It is a teaching tool, not an appraisal and not a formal market analysis of your specific property. When you're done, you'll have a smart range and a clear head — and you'll know exactly what to get a second set of eyes on.

Step 1 · Pull your real comps

"Comps" are comparable homes that **actually sold recently** — not homes currently for sale, and not a Zestimate. Anybody can ask any price; what matters is what buyers actually *paid*. Find three sold homes that are as close to yours as possible on these:

• Same area / neighborhood • Similar square footage • Similar beds & baths • Sold in the last ~3–6 months • Similar lot & condition

Where to find them: recent sold listings on the major home sites, county records, or ask a title rep for a sold-comps pull. Write in what you find.

Address	Beds/ Baths	Sq Ft	Sold Price	Sold Date	$ / Sq Ft (price÷sqft)

Step 2 · The price-per-square-foot gut check

For each comp, divide the sold price by its square footage (last column above). This tells you what buyers paid *per foot* for homes like yours. Add your comps' numbers and divide by how many you have to get a rough average:

Average $/sq ft of your comps:	$ __________ per sq ft
× your home's square footage:	__________ sq ft
= ballpark value:	**$ __________**

This is a sanity check, not the final answer — square footage ignores condition, upgrades, and location. That's Step 3.

Step 3 · Adjust for the truth about your home

Here's where honesty pays you. Two homes the same size don't sell alike if one's remodeled and one's original, or one backs a greenbelt and one backs a busy road. Be your own toughest critic — buyers will be. Mark whether your home is **better, equal, or worse** than your comps, and note why:

Factor	Better / Equal / Worse	Notes
Condition & updates		
Kitchen & baths		
Location within area		
Lot / yard / views		

Mostly "better"? You can lean toward the top of your comp range. Mostly "worse"? Price honestly toward the bottom, or you'll sit. Equal? You're right in the range.

Step 4 · The overpricing trap (read this twice)

The single most expensive mistake in a home sale isn't pricing too low.
It's pricing too high.

Overpricing feels safe — "I'll start high, I can always come down." But an overpriced home **sits**, and the longer it sits, the more buyers assume something's wrong. Then you chase the market down with cuts, and stale listings almost always sell for **less** than they'd have gotten priced right on day one. Those first two weeks — brand-new, most eyes on it — are the most valuable you get. Don't waste them on a fantasy number.

Your working range

Put it together. Based on your sold comps (Step 1–2) and your honest adjustments (Step 3), what's a realistic starting range for your home?

My starting range: **$ ____________ to $ ____________**

One last honest word

You just did real work — way more than clicking a Zestimate. That range is a smart **starting point**. But a worksheet can't walk your house or see what's selling and what's sitting on your street *this week*. So here's my honest offer: before you commit a number, let me give you a free, no-obligation read — even if you sell it yourself. I'll look at your home, the real comps, and today's market and tell you straight what it should sell for. Range right? I'll say so. Off? I'll tell you that too — that's the whole point.

Get your free, no-obligation home value read:
byourrep.com/listing-cma

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