

Seller Pricing & Positioning Framework

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This framework explains how pricing and positioning decisions are made before a property is listed. It is a simplified version of the same process used to build full pricing packages, not just three quick comps. The goal is to set a price and strategy that reflect reality in the market, the seller's goals, and the way buyers actually behave.

What the pricing analysis includes

- Property facts such as acreage, square footage, improvements, condition, utilities, zoning, and school district.
- Recent comparable sales from the relevant MLS systems, with emphasis on similar property type, area, and buyer pool.
- Adjustments for differences such as size, beds, baths, condition, age, acreage, school district, and special features.
- Review of days on market, list-to-sale ratios, and buyer behavior in the subject's submarket, whether rural, lake, in-town, or mixed-use.

The point is not to force the property into a number. The point is to understand where the numbers naturally cluster once the data has been adjusted fairly.

How positioning decisions are made

- Establish a most probable value range based on weighted comparable sales, with outliers minimized or excluded.
- Build pricing scenarios such as aggressive, market-low, fair-market, and aspirational, along with expected market time and likely buyer profiles.
- Identify a recommended list price and a minimum acceptable net aligned with timing, risk tolerance, and financing realities in the market.
- Plan review intervals where showing activity, buyer feedback, offers, and market response are evaluated and strategy is adjusted if needed.

How scenarios are used

The scenarios are not just numbers on a page. They are used to have honest conversations about timing, risk, and likely buyer behavior. Some sellers need speed. Others want to test the top of the range. The framework is there so those choices are made with eyes open, not based on hope alone.

What the seller should provide

- Current property facts, updates, repairs, and known condition issues.
- Any surveys, prior appraisals, tax information, or supporting documents already available.
- Known title, access, utility, zoning, or use issues that could affect value.
- Clear goals for timing, move-out, sale proceeds, and negotiation flexibility.
- Any known financing considerations or terms that could affect the marketing strategy.

Important note

This pricing and positioning framework is based on a Comparative Market Analysis prepared using MLS and public-record data for the relevant market. It is not an appraisal and should not be used in place of a licensed appraisal for lending, estate, or legal purposes.

All valuations are opinions based on available data as of the report date. Market conditions change. For formal valuation needs, a licensed Certified Appraiser should be engaged.