

The Peaceful vs. Battle-Ready Listing Strategy – What’s Your Charlottesville Asking Price Approach?

The Groundhogs may have decided to head back underground for a while longer, but since a roaring economy almost *has* to bring about an increase in prices, most expect Charlottesville mortgage interest rates to start climbing up from their historically deep burrows.

It may be that the specter of more expensive mortgage payments will launch this spring’s Charlottesville selling season sooner than we would usually expect. If so, homeowners who plan to put their properties on the market will be confronting their own pricing issues right away—*what’s the right asking price?*

Pegging that figure is part art, part science. The science is covered: I provide my clients with a detailed spread of the latest Charlottesville activity—so there’s no mystery about the current market. But there still remains the fine-tuning. It’s always a close call, but in many cases, I think the nod should go toward what you might call “*peaceful pricing.*” It’s one of two differing philosophies.

First, there’s *battle-ready pricing*. This is an asking price that’s set a bit above what the market has been showing. The Charlottesville owner is mindful that prices have been inching upward, assumes that his or her property is at least as valuable as those covered in the sales figures, so decides accordingly. Anticipating what the spring market will bring, the seller decides that the asking price should be notched at least a little higher than the recent comps.

It’s “battle-ready” because the buyer would normally be expected to negotiate down toward where Charlottesville comparables have performed—and those negotiations may be spirited.

Peaceful pricing, on the other hand, takes the opposite tack. The owner looks over the comparables and sets the asking price just a bit below what those would suggest. This owner expects to settle back (perhaps chanting a soothing “*Ommmm*” from the sidelines), knowing that any battles that may ensue are more likely to be between buyers. And in fact, today’s highly informed buyers may very well sense the stand-out value and hope to outbid one another. Let the battle begin!

In the best instances, particularly when (as now) inventories from coast to coast are notoriously low, the result can actually be a higher final selling figure than “battle-ready” pricing would produce. It’s always something of a guessing game, but when the news of the day produces multiple reasons for buyers to act sooner rather than later, Charlottesville homeowners have reason to feel confident. Calling me early is a good way to get a jump on the competition and know you have a seasoned veteran by your side advocating your best interests when the time comes!



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SETH BATTON

REALTOR, ABR®, e-PRO®, GREEN®

Born and raised in the Shenandoah Valley of Central Virginia, I love everything outdoors. Most of my free time is spent hiking, rock climbing, playing water sports, or cooking out on the back deck with friends. As a child, my parents built me with the core values of a southern gentleman. Trust starts with honesty and honesty builds integrity. I'm a technology guru! One of my favorite hobbies is restoring old homes in depressed neighborhoods to meet the needs of our generation today. My mission is to build a career worth having, a business worth owning, and a life worth living. Being GREEN® is more than just the resource efficiency of your home. It's a lifestyle choice! Let's discuss how to minimize your carbon footprint in everyday life by simplifying your daily commute, decreasing your household energy costs, and boosting the efficiency and sustainability of your daily routine!

I'm an Accredited Buyer's Representative (ABR®) with the National Association of Realtors. Which means I have extensive training to help walk you through the home buying process from start to finish. From lenders and home inspectors to mortgage agents and closing companies, together we will find the best home for your family's needs!

As an e-PRO®, I can show your home to over 500 million visitors today. And you don't even need to vacuum! Curb appeal isn't just about looking good from the street. It's about looking good from the digital highway!

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