

## **Perfect Pricing: the Sweet Spot for Charlottesville Listings**

Figuring out the perfect pricing for any Charlottesville home for sale would be easier if there were a way to confirm past instances that hit that mark precisely. But that can't be done. It's the nature of the beast: it's simply not possible. Even if a comparable Charlottesville home's asking price resulted in being sold immediately at that exact amount, it only *could* have been priced perfectly. We can't know that it wasn't priced too low.

Even if the pricing on some Charlottesville home was quickly met and even exceeded—in other words it resulted in a bidding war—that might be evidence that it had been originally priced too low. Even that isn't certain because the supposed underpricing resulted in a sale that was higher than expected, which is a perfect result. So perhaps *that* was the perfect pricing. You see the ambiguity. Strategies can differ from neighborhood to neighborhood in a competitive resale market!

So if you can't ever determine what constitutes perfection in pricing—even after the books are closed on a given sale—then there is no way to guarantee a number will result in the maximum outcome. That's why the whole issue of pricing any Charlottesville home is forever going to be an art (with as much science thrown in as possible). That being the case, getting the “science” part right is pretty important.

When it comes to pricing Charlottesville homes, it stands to reason that the mortgage lending industry would have put maximum effort into determining the most predictive residential real estate values: in other words, any Charlottesville home's most realistic pricing. A week ago, one of the nation's largest mortgage lenders offered their advice to homeowners. They acknowledged that while “we're on an upward swing” in property values in general, it's still important to get “a very accurate estimate of home value” to attract multiple buyers and avoid surprises during the sale process. Their three steps to discovering that:

**Online search.** Using the massive amount of data is a starting point for establishing a baseline.

**Knowing the Market.** It's vital to measure your own house against those that are most similar to yours and on the market now. Visits to nearby open houses will offer the best opportunities to observe how similar homes are priced and marketed.

**Calling in the pros.** Ultimately, the do-it-yourself idea for home pricing seems to yield to what is available when the assistance of a real estate professional can be called upon—at least in the opinion of the other pros: the lenders. Rallying the in-depth data that current and historical comparable sales figures provide is persuasively the superior path, from their point of view.

Perfection in pricing might not be attainable—but if success in selling Charlottesville homes is a good stand-in, one way to achieve the desired end result is to seek out a professional with a proven track record like mine. Call me!



**kw** | charlottesville

**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.

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!

### **For more information contact me at:**

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