

The Championship Pricing Strategy

How average agents overprice to win your listing, then cut the price. How championship agents price to protect your equity from day one.

Pricing is the single most consequential decision in your home sale. It determines how many buyers see your home, how quickly offers arrive, and how much you walk away with. This guide explains how pricing actually works and what to listen for in your playoff interviews.

THE OVERPRICING TRAP

Why Average Agents Price Too High

The most common way agents win a listing is to tell you what you want to hear: a high price. This is called buying the listing. The agent knows the home will not sell at that price, but they also know that once you sign, you are committed. Here is what happens next.

Days 1 to 14	Home is listed above market value. Serious buyers notice it is overpriced and skip it.
Days 15 to 30	Showings slow down. Agent suggests the market is adjusting.
Days 30 to 60	Agent recommends a price reduction to generate activity.
Days 60 to 90	Home is now stigmatized. Buyers assume something is wrong. Offers come in low.
Day 90 and beyond	You accept a price below what a championship agent would have achieved on day one.

THE CHAMPIONSHIP APPROACH

How Top Agents Price to Win Your Equity

Championship agents price based on data, not what you want to hear. They study comparable sales, days on market, price per square foot, and current buyer demand. Then they price your home to attract multiple serious buyers at once.

Correct pricing generates competition.

When a home is priced accurately, multiple buyers make offers in the first two weeks. Competition between buyers drives the final price up, often above list price.

The first two weeks are everything.

Buyer interest peaks in the first 14 days a listing is active. A correctly priced home captures that peak. An overpriced home misses it entirely and never recovers it.

Price reductions signal weakness.

Every price cut tells buyers the seller is desperate. Each cut invites lower offers. Championship agents price it right once and avoid this spiral entirely.

Comparable sales are the only honest benchmark.

Your home is worth what similar homes in your area sold for in the last 90 days. Not what you paid for it. Not what your neighbor thinks. Not what the agent promises. Comparable sales.

WHAT TO ASK IN YOUR PLAYOFF INTERVIEW

Ask each agent to walk you through their pricing methodology before they give you a number. A championship agent will show you comparable sales, explain how they weighted each one, and give you a price range supported by data. An average agent will give you a number and justify it afterward. That difference in approach is worth \$50,000 to \$100,000 on a million-dollar home.

"The right price on day one is worth more than the best negotiator on day 90."

Ran Biderman, Agent Playoff
