SASKATOON SELLER GUIDE

HOW TO PRICE YOUR HOME

A practical guide to understanding market value, comparing the evidence and choosing a list price you can support.



JOSEF LYWAK

REALTOR®
BOYES GROUP REALTY

The right asking price is not simply the highest number a seller hopes to receive. It is a strategic position based on recent sales, the home's condition, current competition and buyer demand.

This guide will help you understand the evidence, avoid common pricing mistakes and prepare for a productive pricing conversation.

PRICE WITH A PLAN - NOT A GUESS.

Use the evidence, understand the market and choose a price that supports your goals.

639.317.7700 | josef@lywak.ca | lywak.ca

START WITH THE EVIDENCE

Four Inputs That Shape Market Value

A pricing recommendation should reflect the property, the market and the alternatives buyers can choose today.

1 Comparable sales

Recent sold properties provide the strongest evidence when they are truly similar in location, style, size, age, condition, lot, parking and important features.

2 Property differences

Renovations, maintenance, layout, basement development, garage, location influences and required repairs can support adjustments within a value range.

3 Current competition

Active listings show what buyers can choose now, while market time and recent sale patterns help explain how urgently buyers are competing.

4 Seller goals

Timing, certainty, preparation and the seller's next move can affect how the home is positioned, but goals do not replace market evidence.

FOUR PRICES TO UNDERSTAND

- Assessed value: a value used for municipal property-tax purposes.
- Estimated market-value range: an evidence-based interpretation of relevant sales and current conditions.
- List price: the seller's chosen marketing position and invitation to the market.
- Sale price: the amount a buyer and seller ultimately agree to, subject to the contract and its conditions.

HOW TO READ EARLY BUYER RESPONSE

Buyer response is not a perfect formula, but patterns can help identify whether the price and presentation are working together.

- Very few showings: buyers may not see enough value compared with competing homes, or the listing may not be reaching the right audience.
- Showings but no offers: buyers may like the home but feel the price, condition or terms do not align.
- Offers consistently below asking: the market may be signalling a different value range.
- Strong activity without an offer: review the feedback, marketing, showing experience and offer expectations together.

BUILD THE VALUE RANGE

How Comparable Sales Are Used

The goal is not to find one identical home. It is to identify the most relevant sales and understand the differences that matter to buyers.

1 Start nearby

Begin in the same neighbourhood or a genuinely comparable area, then consider street position, nearby amenities, traffic, schools and other location influences.

2 Match the property type

Compare similar styles and ownership types. Detached homes, townhouses and condominiums can respond to different demand and responsibilities.

3 Compare size and function

Consider living area, bedrooms, bathrooms, layout, basement utility, lot, garage and overall functionality. Square footage never tells the whole story.

4 Account for condition

Quality renovations and major system updates may add value, while deferred maintenance or needed repairs may reduce it. Cost does not equal value dollar-for-dollar.

NUMBERS THAT NEED CONTEXT

The seller's purchase price, municipal assessment, online estimate and renovation receipts may be useful background. None independently establishes current market value. Relevant recent sales and current buyer behaviour usually deserve more weight.

When conditions are changing, newer sales may deserve more weight and older sales may require a market-time adjustment.

ASK YOUR REALTOR®

Which sales are most relevant, what important differences remain and where is the uncertainty?

A STRONG COMPARABLE IS...

The most useful comparisons are not simply the closest homes. They share the characteristics buyers are most likely to notice and value.

- Recently sold
- Nearby or genuinely comparable area
- Similar property and ownership type
- Similar size, function and lot
- Comparable condition and updates
- Sold under similar market conditions

One sale rarely determines value by itself. The pattern across several relevant sales is usually more useful.

TURN VALUE INTO STRATEGY

Choose the List Price - Not Just the Number

Once you understand the likely value range, the pricing strategy should respond to market conditions, competing homes and your selling priorities.

1 Read the market

Seller, balanced and buyer markets create different levels of urgency and negotiating pressure. Pricing should reflect current local conditions.

2 Study the competition

Buyers compare your home with active alternatives. Price, condition and presentation should work together to create a clear value story.

3 Plan the launch

Professional preparation and marketing support the pricing strategy. The strongest opportunity to make a first impression comes when the listing is new.

4 Review the response

Monitor online interest, showings, feedback, competing listings and new sales. If the evidence changes, revisit the strategy promptly.

BEFORE YOU LIST

- Review the most relevant recent sales and current competing listings.
- Decide how preparation, repairs and presentation affect the value story.
- Agree on the initial price, launch plan and indicators that will trigger a review.
- Make sure the strategy supports your timing, next move and tolerance for uncertainty.
- Decide in advance how showing activity and buyer feedback will be evaluated.

REVIEW THE STRATEGY WHEN...

Agree on review triggers before the listing launches. This makes later decisions calmer and more evidence-based.

- Showing activity is much lower than comparable listings.
- Different buyers repeat the same concern about price or condition.
- A similar nearby property sells and provides new evidence.
- New competing listings change how buyers compare the home.
- Market conditions or the seller's timeline materially change.

MAKE THE DECISION

Your Home-Pricing Worksheet

Complete this page before your home is listed. It helps separate market evidence from emotion, assumptions and pressure.

THE NUMBERS AND DATES

Lower end of estimated value range _____

Upper end of estimated value range _____

Recommended list price _____

Target listing-launch date _____

Planned strategy-review date _____

Planning tools only - not guarantees of market value, buyer interest, final sale price or appraisal.

WHY THIS PRICE?

- Most relevant comparable sales
- Important property adjustments
- Current competition and demand
- Seller timing and priorities
- Planned launch presentation

MY FINAL CHECK

- The price is supported by evidence
- The home is ready for launch
- I understand the review plan
- I know what feedback will matter
- I can support the strategy chosen

NOTES AND QUESTIONS

_____

_____

_____

PRICE YOUR HOME WITH A PLAN - NOT A GUESS.

Use the evidence, understand the market and choose a position you can support.

BOOK A SELLER CONSULTATION: 639.317.7700 | josef@lywak.ca | lywak.ca

General information only. Market value, buyer activity and final sale results are uncertain. Obtain advice for your specific situation.