SELLERS / FREE DOWNLOAD

How to Price Your Home Without Guesswork

Use evidence rather than optimism when setting an asking price.

Start with completed sales

Look for recent sold prices for homes similar in size, location, tenure and condition. Listing prices are requests, not proof of what buyers actually paid.

Adjust for differences

Consider extensions, parking, garden, energy efficiency, layout, lease length, structural condition and noise. A renovated home can command more than an unimproved one, but expensive work does not automatically add equal resale value.

Know your competition

Check the asking prices and time on market of comparable homes currently available. A buyer will compare your home with their real alternatives today, not only with historical sales.

Choose a pricing strategy

A realistic price may generate enquiries sooner than a figure that leaves the property sitting online. Decide when you will review photographs, feedback, viewing numbers and price—rather than reacting after weeks without a plan.

Calculate your net outcome

Compare agent fees, mortgage charges, legal fees and likely moving costs. A fixed-fee model can provide cost certainty, but compare inclusions and optional services as well as the headline price.

FIVE QUESTIONS TO ASK

☐ Which three sold properties are the closest matches?

☐ How does our condition compare?

☐ What similar homes are available now?

☐ What is the agreed review point?

☐ What will I net after costs?

COMMON MISTAKES TO AVOID

- Using only asking prices as evidence
- Ignoring buyers’ running-cost concerns
- Assuming the highest valuation is the best advice

TRUSTED SOURCES

https://www.gov.uk/selling-a-home

https://www.nationwide.co.uk/media/hpi/reports/annual-house-price-growth-slows-again-in-october

General information, not individual legal, mortgage, financial, valuation or tax advice. Rules and rates may change; check current official guidance before acting.