

How to Set an Offer Price

Setting an offer price is part research, part strategy, and part understanding current market conditions. There's no single formula but using the right information helps you make a confident, competitive decision.

COMPARABLE SALES (COMPS)

Review recent sales of similar homes—same number of bedrooms, bathrooms, lot size, square footage, construction type, and parking. MLS® data is the most accurate source.

PROPERTY CONDITION

Compare the home to others in the neighbourhood. Improvements like new bathrooms, flooring, or additions matter; purely cosmetic touches matter less.

Look closely at:

- Structure (walls, ceilings, floors)
- Windows and doors
- Plumbing and electrical
- Yard condition
- Bathroom and kitchen upkeep

HOME IMPROVEMENTS

Major upgrades—new roof, furnace, windows, or added living space—affect value. Pools and other specialty features are case-by-case; we help you assess their true market impact.

MARKET CONDITIONS

Seller's Market - More buyers than homes. Expect quick sales, competition, and prices above asking.

Buyer's Market - More listings than buyers. Homes take longer to sell; buyers have room to negotiate.

Balanced Market - Supply and demand are even. Pricing and offer strategies depend on the specific property.





SETTING YOUR OFFER PRICE

Your "fair" price falls within a range guided by comps and condition. Your initial offer depends on your negotiation style and the market dynamic.

Most buyers start below their fair price, leaving room to negotiate—but strategic adjustments depend on demand, timing, and seller motivation.

What We Do for Our Clients:

We provide detailed comps, neighbourhood trends, and price bands so you understand the full picture before offering.

We guide your offer strategy based on real-time market data, competition, seller priorities, and your goals—helping you decide when to hold firm or strengthen your offer.

