

How to Set an Offer Price

There's no magic formula — but there is a clear process. Setting the right offer price means looking at comparable sales, assessing the property honestly, reading the market, and factoring in the seller's situation. Here's how to approach it.



- 1 Comparable Sales**
Compare homes similar in bedrooms, bathrooms, square footage, lot size, and garage space. Your Vantage agent will pull the most current MLS data to establish a realistic price
- 2 Property Condition**
How does this home compare to the neighbourhood? Assess walls, ceilings, windows, floors, plumbing, electrical, fixtures, and outdoor spaces honestly — above or below average?
- 3 Home Improvements**
Major structural additions (extra bedrooms, bathrooms) carry weight. Cosmetic upgrades generally don't. Your agent will help you determine what's actually priced in.
- 4 Market Conditions**
A seller's market means competing offers and prices above asking. A buyer's market gives you more room to negotiate. Know which one you're in before you write your offer.
- 5 Seller Circumstances**
Motivated sellers (relocation, divorce, estate sale) may accept lower offers. A seller who's in no rush may hold firm. Context matters — your agent will often know.
- 6 Your Negotiation Style**
Most buyers start below their target price. How much below depends on the market and your style. Your Vantage agent will recommend a strategy specific to this property.

BUYER'S MARKET	BALANCED MARKET	SELLER'S MARKET
Negotiate harder · more room to move	Fair value · moderate negotiation	Move fast · expect competition

Key Principle
The price you offer first should be the price you'd be satisfied with if accepted — but still leave room for negotiation. Your Vantage agent will help you calibrate the opening offer to the specific property and market conditions.

Ready to make an offer?

Your Vantage agent will run a full Comparative Market Analysis, read the current market, and build an offer strategy designed to win — at the right price.

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