



# Pricing Your Home Right

In South Surrey and White Rock's vibrant real estate market, the right asking price isn't just a number — it's your most powerful marketing tool. Price it well and you invite competition. Price it wrong and you invite silence.



A well-priced home generates more showings, more offers, and a faster sale — often for more money than an overpriced home that has lingered. Buyers notice how long a home has been on the market, and they use that information to negotiate.

## THE 7-WEEK WINDOW

Your home's strongest window of opportunity is its first seven weeks on the market. Properties priced more than 10% above market value are far less likely to sell within this window — and every week that passes tends to reduce what you'll ultimately receive. Around three-quarters of homes listed today are 5–10% overpriced. That's the trap a Vantage agent helps you avoid.



Estimated % of asking price received based on time on market — South Surrey & White Rock context.

*Thinking of pricing high to leave room to negotiate? It's a common instinct — and one that frequently backfires. Overpriced homes draw fewer showings and often sell for less than a well-priced home would have from day one.*

## PRICING BELOW MARKET

Strategic under-pricing can be a powerful move in the right market. By generating urgency and multiple competing offers, sellers sometimes achieve a final sale price well above list. Your Vantage agent will assess whether this approach makes sense for your specific situation and timing.

## UNDERSTANDING YOUR MARKET

The South Surrey and White Rock market moves in cycles. Knowing where you are in that cycle shapes everything about your pricing strategy.



## BUYER'S MARKET

More homes than buyers. Longer days on market. More room for negotiation

## BALANCED MARKET

Supply and demand roughly equal. Stable prices, reasonable timelines, fair negotiation for both sides.

## SELLER'S MARKET

High demand, limited supply. Homes sell fast, often above asking. Multiple offers are common.

## What Drives Your Home's Market Value?

Every home is unique—but market value is shaped by five consistent factors. Understanding each one puts you in a far stronger position when you're ready to list.

### 1 Location

Proximity to top schools, parks, transit, and White Rock's waterfront all drive value. Future development plans and neighbourhood zoning in our community matter too.

### 2 The Property

Age, size, layout, architectural style, and construction quality — plus lot dimensions, landscaping, and outdoor living space — all shape what buyers are willing to pay.

### 3 Home Condition

The state of key systems (HVAC, electrical, plumbing) and the overall presentation of your home directly affect both perceived and appraised market value.

### 4 Comparable Sales

Your Vantage agent will prepare a Comparative Market Analysis — a data-driven look at what similar homes in your neighbourhood have recently sold for. Your pricing anchor.

### 5 Market Conditions

Inventory levels, buyer demand, mortgage rates, and the broader economic climate all influence what buyers are willing — and able — to pay at any given moment.

Ready to find your home's true market value?

Your Vantage agent knows South Surrey and White Rock inside and out. We'll guide you to a price that's competitive, confident, and built around your goals.

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