

Pricing Worksheet

Land on the number that actually moves your house.

Mispricing is the #1 reason FSBOs sit. Use this worksheet to land on a number that attracts offers in the first 14 days — not 90.

Step 1 - Your Property Snapshot

Property Address	
Square Feet (above grade)	
Bedrooms / Bathrooms	
Lot Size	
Year Built	
Garage (1/2/3 car)	
Finished Basement?	
Major Recent Updates	

Step 2 - Pull 3–5 Sold Comps (last 90 days)

Find them on Zillow → "Recently Sold" filter, or ask any local agent for a free CMA (most will provide one). Look for: same neighborhood, same beds/baths, within ±15% of your square footage.

Address	Sold Price	Sq Ft	\$/Sq Ft	Days on Market

Step 3 - Make Adjustments

Add or subtract from each comp based on differences. Common adjustments:

- Square footage: ±\$80–120/sq ft difference
- Garage: +\$8–15k per stall
- Finished basement: +\$30–60/sq ft of finished space
- Updated kitchen: +\$10–25k
- Updated primary bath: +\$5–15k
- New roof (less than 5 yrs): +\$5–10k
- Lot size or view: +\$10–50k

Step 4 - Land on a Number

Adjusted Comp Average (\$/sq ft)	
Your Square Footage	
Estimated Value	
Suggested List Price (just below round number)	
Floor / Walk-Away Price	

Pricing tip from Damian: Listings that go on the market within 1% of fair market value sell in 8 days on average in Billings. Listings priced 5%+ over sit 60+ days and ultimately sell for less than if they'd been priced right from day one.

Want a free pro CMA?

I do free comparative market analyses for FSBOs — no obligation, no follow-up calls. Text your address to **406-697-3282** and I'll send you a 1-page CMA within 48 hours.