



Price It Right, Sell It Faster

Why First-Time Pricing Matters More Than Ever

In today's market, pricing a home correctly the first time isn't just best practice—it's essential. Recent data shows that single-family homes, condominiums, and townhomes in the Austin-Round Rock-San Marcos MSA that sold at or above their original list price in Q1 2025 spent just 23 days (about 3 and a half weeks) on the market. In contrast, those that sold below list price lingered an average of 97 days (about 3 months) and required twice as many open houses (3.5 vs. 1.7).

By the Numbers: Pricing a Home Correctly

	Priced Correctly	Not Priced Correctly
Close to Original List Price %	100% or more	Less than 100%
Avg. Days on Market	23	97
Avg. # Open Houses	3.5	1.7

Pricing your seller's home correctly from the start saves both time and energy for you and your seller. But the challenge lies in determining the right price—and convincing sellers to accept it, especially if it's lower than what they expected. Many still anchor their expectations to the market peak during the pandemic.

Sellers are sitting on large home price appreciation gains. For example, a seller who bought in 2006 for \$200,000 could list today for approx. \$473,929 based on historical appreciation.

The Value of Utilizing Home Price Appreciation (HPA) Data

That's where home price appreciation (HPA) data can be particularly useful. Sellers gain perspective on how much value their home has gained—and agents get a grounded starting point for pricing. Sellers are sitting on large home price appreciation gains. For example, a seller who bought in 2006 for \$200,000 could list today for approximately \$473,929 based on historical appreciation. This equates to a home price increase in value of 2.37x. The chart below illustrates how to calculate this appreciation value by multiplying the original purchase price by the applicable multiplier, then leveraging your expertise as a real estate professional to adjust for condition, location, and market factors. It's important to note that while home price appreciation for 2025 will not be determined until after the end of the year, home prices are expected to hold steady from 2024 to 2025.

Using Appreciation Trend Data to Advise Buyers

Appreciation trends are also useful when assisting buyers. A homeowner who bought in 2018 has likely seen a 1.5x increase in value—while one who bought in 2013 could see a 2x increase. With average homeownership tenure around 9-10 years, these figures demonstrate the long-term value of getting into the market sooner rather than later.



The Price Appreciation Chart below illustrates how buyers benefit from not waiting to purchase a home. The longer a buyer waits, the more price appreciation gains they lose.

To use, simply multiply the original purchase price by the applicable multiplier, then leverage your expertise as a real estate professional to adjust for condition, location, and market factors.

			Original Purchase Price				
Year of Home Purchase	Home Price Appreciation (Relative to 2024)	List Price Multiplier (Relative to 2024)	\$200,000	\$300,000	\$400,000	\$500,000	\$600,000
2000	175%	2.75	\$550,467	\$825,700	\$1,100,934	\$1,376,167	\$1,651,401
2001	157%	2.57	\$513,998	\$770,996	\$1,027,995	\$1,284,994	\$1,541,993
2002	162%	2.62	\$523,795	\$785,692	\$1,047,589	\$1,309,487	\$1,571,384
2003	170%	2.70	\$539,128	\$808,692	\$1,078,257	\$1,347,821	\$1,617,385
2004	168%	2.68	\$536,881	\$805,322	\$1,073,763	\$1,342,204	\$1,610,644
2005	154%	2.54	\$508,956	\$763,433	\$1,017,911	\$1,272,389	\$1,526,867
2006	137%	2.37	\$473,929	\$710,893	\$947,857	\$1,184,822	\$1,421,786
2007	123%	2.23	\$446,939	\$670,409	\$893,879	\$1,117,348	\$1,340,818
2008	123%	2.23	\$446,486	\$669,729	\$892,972	\$1,116,215	\$1,339,458
2009	128%	2.28	\$455,253	\$682,879	\$910,505	\$1,138,131	\$1,365,758
2010	129%	2.29	\$457,913	\$686,869	\$915,825	\$1,144,782	\$1,373,738
2011	132%	2.32	\$463,840	\$695,760	\$927,680	\$1,159,600	\$1,391,520
2012	122%	2.22	\$444,158	\$666,237	\$888,316	\$1,110,395	\$1,332,474
2013	105%	2.05	\$409,090	\$613,635	\$818,180	\$1,022,724	\$1,227,269
2014	88%	1.88	\$375,787	\$563,681	\$751,574	\$939,468	\$1,127,362
2015	75%	1.75	\$349,393	\$524,089	\$698,785	\$873,482	\$1,048,178
2016	64%	1.64	\$328,828	\$493,243	\$657,657	\$822,071	\$986,485
2017	58%	1.58	\$315,349	\$473,023	\$630,698	\$788,372	\$946,046
2018	52%	1.52	\$304,611	\$456,917	\$609,223	\$761,529	\$913,834
2019	46%	1.46	\$292,444	\$438,667	\$584,889	\$731,111	\$877,333
2020	35%	1.35	\$269,975	\$404,962	\$539,949	\$674,937	\$809,924
2021	1%	1.01	\$201,865	\$302,798	\$403,730	\$504,663	\$605,595