EZ Real Estate Platform

Pricing the Home

Using the EZ Method

Pricing a Home Using the EZ Method:

A Comprehensive Training Guide
As an expert with the EZ Real Estate Platform, I'll guide you through the process of pricing a home using the EZ Method. This training will help you leverage the platform's unique features to set competitive prices that attract buyers and maximize value for sellers.

Next week
The One and Done Open House

Understanding the EZ Method Pricing Philosophy

The EZ Method approaches pricing differently from traditional real estate:
1. Start with a competitive price to attract serious buyers
2. Use transparency and real-time offers to drive up value
3. Leverage the 0% listing commission to give sellers more flexibility

Step 1: Analyze Comparable Properties
- Use the EZ Platform's market analysis tools to find recent sales of similar properties
- Consider factors like location, size, condition, and amenities
- Adjust for differences between the subject property and comparables

Step 2: Determine the Competitive Starting Price
- Set a price 10-15% below market value to generate initial interest
- Factor the Bucket Pool of Buyers, Shock the System
- Factor in the 0% listing commission savings for the seller
- Explain to the seller how this strategy creates a "price floor" rather than a ceiling, chasing the price up or chasing the price down

Step 3: Prepare 6 Net Sheets (3 Traditional and 3 Using EZ Method)
- Create net sheets for low, middle, and high price scenarios
- Include traditional listing scenarios for comparison
- Highlight the savings from the 0% listing commission

Step 4: Present Pricing Strategy to the Seller Science says 100 Buyers)
- Explain the psychology behind starting with a competitive price
- Show how the EZ Platform's transparency will attract serious buyers
- Demonstrate how real-time offers can drive the price up naturally

Step 5: Address Seller Concerns
- Use the Buyer Addendum to offer flexibility in listing options
- Explain how the seller remains in control throughout the process
- Emphasize that the starting price is just that - a starting point

Step 6: Leverage the EZ Platform's Unique Features
- Showcase the real-time offer tracking system
- Explain how buyers can easily update their offers, creating natural competition
- Highlight the transparency that builds trust with both buyers and sellers

Step 7: Monitor and Adjust
- Use the platform's analytics to track buyer interest and offer trends
- Be prepared to advise the seller on when to accept, reject, or negotiate offers
- Adjust the pricing strategy if needed based on market response

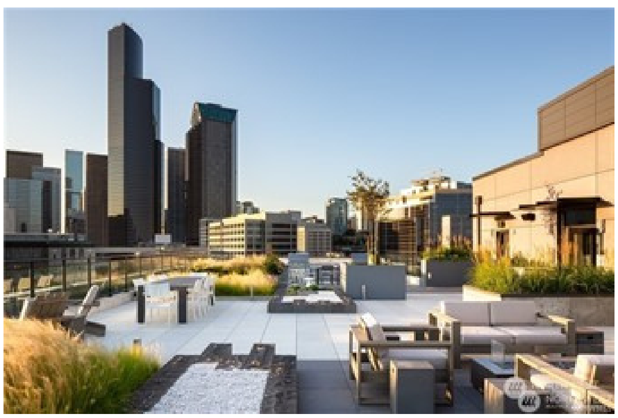
Practical Exercise

1. Choose a sample property in your area
2. Use the EZ Platform to analyze comparables and market trends
3. Develop a pricing strategy using the steps outlined above
4. Practice presenting this strategy to a colleague acting as the seller
5. Address potential objections and demonstrate how the EZ Method overcomes them

Key Takeaways

- The EZ Method focuses on attracting serious buyers with a competitive initial price
- Transparency and real-time offers naturally drive up the property's value
- The 0% listing commission gives sellers more flexibility in pricing strategy
- Educating sellers on this approach is crucial for success
- The EZ Platform's tools provide data-driven insights for pricing decisions

By mastering this pricing approach, you'll be able to confidently guide sellers through the process, attract more buyers, and ultimately achieve better results for your clients using the EZ Real Estate Platform.



450 S Main St Unit #207, Seattle, WA 98104

Studio Condo 489 sq feet No Parking
Closest Comp $275,000 with a Parking Space, Cost of that Parking Place $70,000

Listing Price $359,000
Price Change to $330,000 20 Days on Market
Price Change $315,000 30 Days on Market
Price Change $299,000 40 Days on Market
Price Change $279,000 59 Days on Market

NO BUYERS FOR EACH OF THE PRICES
What Price would you think?
Whats the Buyers Bucket Pool

1622 S 253rd Place, Des Moines, WA 98198

4 Bedroon 3 Bath 2160 Sq Ft 100 Days on Market

Closest Comp $560,900 and 635,000

Listing Price $669,000 Price Change to $650,000 20 Days on Market Price Change $599,000 60 Days on

BUYERS FOR EACH OF THE PRICES
What Price would you think? Whats the Buyers Bucket Pool