REALTY **ONE** GROUP RESULTS

WINSTON-SALEM · FORSYTH COUNTY · A SELLER GUIDE · FALL 2026

Pricing It *Right*

Correctly priced homes sell in three weeks near asking. Overpriced homes sit past sixty-five days and close for less than they'd have brought on day one.

TERESA OVERCASH

BROKER-IN-CHARGE · NCREC LICENSED INSTRUCTOR · CLHMS

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THE QUESTION

The market leans your way. It won't *carry* you.

You're watching neighbors cut prices. Homes are sitting. It doesn't feel like 2022. So the question is fair and it's urgent: what number do I put on my house?

Here is the honest read. Winston-Salem in fall 2026 is close to balanced — supply is under four months, which is still tighter than a true buyer's market. Correctly priced homes move quickly. Overpriced homes sit for months and then sell for less than they would have brought at the right number on day one.

Roughly 22.9% of active listings now carry a price reduction — up 3.3 points year over year and above the national share near 20%. That's better than one in five homes already marked down at least once. Buyers know it, and they have been trained to wait for the cut rather than chase your original number.

> *The most expensive mistake I watch sellers make is falling in love with a number. Not the number a comp supports — the number a neighbor got, or the number a website produced, or the number the house down the street is currently sitting on. That is not a list price. It is a wish.*
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What follows is the arithmetic of getting it wrong, the arithmetic of getting it right, and the questions that actually predict what lands on your settlement statement.

FALL 2026 AT A GLANCE

18–25	65+	22.9%	45
DAYS ON MARKET PRICED RIGHT	DAYS ON MARKET PRICED OVER	OF LISTINGS ALREADY CUT	THE DAY THE MARKET STOPS WAITING

THE ARITHMETIC

What overpricing costs on a *$325,000* home.

This is the same house in the same neighborhood in the same month. The only variable is the number on day one.

	PRICED CORRECTLY ON DAY ONE	PRICED 5–10% OVER MARKET
Days on market	18 – 25 days	65+ days
Sale to original list	98 – 99%	About 94%
Price reductions taken	0 – 1	2 – 4 typical
Sale price	About $318,500	About $305,000
Extra carrying cost	None	$1,800 – $3,600
The gap	**Roughly $13,500 in price, plus two to four months of mortgage, taxes, and insurance you didn't need to pay**	

The 45-day cliff

The damage compounds. Past about day 45, a listing loses roughly one to two percent of its eventual sale price each additional week it sits. Buyers scroll past. Buyer agents stop putting it on tour lists. The listing goes from new to stale, and stale sells at a discount.

Overpricing doesn't just delay your sale. It lowers it. That's the part sellers find hardest to believe until they've watched it happen — which is why we show the math before you sign, not after.

Why buyers punish an overpriced listing

In 2022 buyers competed with each other. In 2026 they compete with a menu — well over a thousand active listings across Forsyth County, and more arriving weekly.

When a buyer scrolls at ten at night and hits a home priced above its comps, they don't think "firm seller." **They think something is wrong with it.** So they click past, and your home doesn't just sit — it becomes invisible.

HOW THE NUMBER GETS SET

Everything you see *before* you sign anything.

Most listing conversations run the same way: an online estimate, a glance at a comp or two, and a number that sounds like something you'll agree to. That isn't pricing. It's guessing with your money.

The Marketing Review Session happens **before** a listing agreement exists. You see the whole plan, then decide.

WHAT YOU SEE	WHAT'S IN IT	WHY IT MOVES YOUR PRICE
Block-level CMA	Every recent sold, active, and expired listing within a half-mile — matched on beds, baths, square footage, garage, condition, and school district	Your number is calibrated to this week's comps, not last year's headlines
Buyer profile	Three AI engines independently build a persona for your specific home — life stage, income band, relocation pattern	Price is a filter. The right number puts you in front of the buyer who actually wants this house
Pricing strategy	Recommended list price, appraisal-gap analysis, expected showing volume, projected days on market, and negotiation floor	You see the whole range, not a single magic number
Launch timeline	Photography date, prep list, MLS entry, pre-launch outreach, first showing window	The launch has to land while your buyer is actively looking
Marketing plan	Four MLS systems, 100+ syndication endpoints, targeted social advertising, and outreach across a 280-agent network	A perfectly priced home still has to be seen by the right people on day one

> *If you don't love the plan after the Marketing Review, you don't sign. That's the deal.*
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In a market where more than a fifth of your neighbors are taking price cuts, that structure is the difference between "priced correctly" and "let's try a number and see."

THE NUMBER THAT ACTUALLY MATTERS

Your net, not your *commission.*

Commission is the number sellers shop. Net proceeds is the number that lands in your account. They are not the same, and the gap between them is usually larger than the fee itself.

Here is the same $325,000 Winston-Salem home, sold two different ways. This compares the differences between two outcomes — it is not a full settlement statement, and it excludes your mortgage payoff, attorney fees, revenue stamps, and any buyer-agent compensation you negotiate.

	LISTING-ONLY SERVICE	FULL SERVICE
Sale price	$305,000 94% of original list after cuts	$318,500 98% of list, priced right
Listing-side fee	$3,250	$9,750
Inspection credits conceded	$4,200	$1,800
Extra carrying costs	$2,700	$0
Position after these items	About $294,850	About $306,950
The difference	About $12,100 better — after paying $6,500 more in listing fee	

ONE CORRECTION WORTH MAKING

You'll see this comparison run elsewhere with the due diligence fee added on top as extra proceeds. **That's double-counting.** In North Carolina the fee is paid to you up front and then credited against the purchase price at closing — so on a deal that closes, it isn't additional money. A strong fee is enormously valuable if the buyer walks. We negotiate it hard for exactly that reason. It just doesn't belong in a net-proceeds column.

The honest framing

Fees are negotiable and always have been — there is no standard rate, and any figure in the table above is illustrative rather than a quote. **The argument isn't that a higher fee is better. It's that the fee is a smaller number than the outcome it influences.** Judge any listing proposal on what it does to your sale price, your timeline, and your concessions — then decide what that's worth.

BEFORE YOU HIRE ANYONE

Six questions that predict your *proceeds.*

These aren't on anyone's brochure. Ask them in the first meeting, and listen for specifics rather than reassurance.

ASK	A STRONG ANSWER SOUNDS LIKE	A WEAK ANSWER SOUNDS LIKE
How many homes have you sold in my ZIP code in the last twelve months?	Named streets, specific price points, buyers they're already talking to	"I sell all over the Triad"
Can I see your written marketing plan before I sign?	An actual document — photography, launch schedule, syndication list, ad targeting, pre-launch outreach	"We'll sort that out once you list"
Do you answer your phone on weekends?	Yes — direct cell, seven days, evenings included	"Call the office"
How do you handle the due diligence fee?	Specific past examples, dollar ranges by price band and buyer type	"We take what the buyer offers"
What's your list-to-sale ratio over the past year?	A number, with proof	"It depends"
Who's on your team when things go sideways?	Named lenders, attorneys, inspectors, appraisers, contractors — with direct lines	"I'll figure it out then"

Not every agent offers the same thing, and pretending otherwise is what costs sellers money. **You're not shopping for the lowest fee. You're shopping for the highest net.** Those are rarely the same proposal — and the only way to tell them apart is to ask these six questions and compare the answers side by side.

Ask them of everyone, including us

Interview more than one agent. Ask all six questions every time. If our answers aren't the strongest ones you hear, hire the agent whose are — you'll net more, and that was always the point.

WHERE IT ACTUALLY SHOWS UP

Four moments that move the *number.*

Pricing sets the ceiling. These four moments decide how much of it you keep.

One — the due diligence fee

The buyer's non-refundable check, paid directly to you at contract. If they walk, you keep it. It is your primary protection during the contract-to-close window, and what gets negotiated depends on knowing the current fee bands by price tier, financing type, and how competitive your listing actually is. Take whatever arrives and you've left your protection to chance.

Two — the inspection response

Every home has a report and every report has requests. Experience tells you which items are legitimate, which are theater, and which ones an appraiser will care about. It tells you what to repair, what to credit, and what to decline. **Every credit negotiated poorly comes straight out of your proceeds.**

Three — coordinating eleven moving parts

Buyer, buyer's agent, their lender, appraiser, home inspector, termite inspector, surveyor, closing attorney, HOA, utilities, your own payoff department — plus any contractors. Each has a deadline. Relationships are what let someone move an appraisal up two days with a phone call rather than an email that goes unanswered.

Four — the Saturday afternoon

Buyers tour on weekends. Offers arrive Sunday night. Inspection questions come up mid-Saturday. If your agent is unreachable from Friday evening to Monday morning, you are effectively unrepresented for a large share of the hours your transaction is actually alive.

> *An agent who answers the phone seven days a week and knows how to generate real interest — that's who you want in your corner. Not the marketing tricks anyone can look up. Thirty years of relationships and muscle memory, applied at the moment it matters.*
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STRAIGHT ANSWERS

What sellers *ask.*

What is my Winston-Salem home actually worth right now?

Depends entirely on which number you're being quoted. Median sale price has been running near $294,000, median list price near $318,745, and Zillow's modeled index lower still. Those measure different things. Your list price comes from block-level closed comps in your neighborhood — not any citywide figure.

How long should it take to sell?

Priced right in a strong ZIP, roughly 18 to 25 days. Citywide medians have been published between 38 and 53 days depending on the source and whether pending sales are counted. **If you pass 45 days without a serious offer, the market is telling you the price is wrong.**

Should I price high and negotiate down?

That strategy worked when buyers competed with each other. Today it costs you the first two weeks of attention — the only weeks where your listing is genuinely new — and buyers simply wait for the cut. You end up chasing the market down instead of meeting it.

Does a cheaper listing fee save me money?

Sometimes it does. Fees are negotiable and a lower fee with strong service is a good outcome. The question isn't the percentage — it's what the proposal does to your sale price, your days on market, and your concessions. Compare complete proposals, not fee lines.

Should I negotiate the due diligence fee?

Yes. It's your protection if a buyer walks, and it's a genuine signal of how committed they are. Just don't count it as extra proceeds on a deal that closes — it's credited to the purchase price.

What if I've already been sitting for two months?

Then you have a decision, not a problem. One decisive correction back to market generally outperforms three or four small cuts, because small cuts tell buyers more are coming. Withdrawing and relaunching with new photography and copy is also a real option worth pricing out.

REALTY **ONE** GROUP RESULTS

Fifteen minutes, and the *report is yours.*

Call or text and we'll walk your home together. You'll get a verified valuation, a block-level comp set, and the full pricing strategy — no pressure, no pitch, no commitment. If you love the plan, we go. If you don't, you keep the report and use it however you like.

CALL OR TEXT

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