

EDMUND'S MASTERMIND • COMPLETE WORKBOOK

THE PRICE-CUT CONVERSATION

AI builds the market evidence so you keep the listing and the seller — the evidence file, the decision brief, and the second launch. Built on the latest national and local market data, for agents in every U.S. market.



THE PRICE-CUT CONVERSATION
KEEP THE LISTING. KEEP THE SELLER.

 **Bogen.AI**

EDMUND'S MASTERMIND • WEDNESDAY, OCTOBER 14 • 9 AM ET

How to use this workbook

Three systems, one goal: when a price change is the right call, the seller has already seen the evidence — and makes the decision with you, not against you.

Most price conversations fail for the same reason: the agent shows up with an opinion and the seller hears a judgment about their home. This workbook replaces the opinion with a file of evidence the seller has watched build week by week, a brief that lays out every option with the math, and a relaunch that proves whether the change worked.

The three systems

System	What it does	When you use it
1 • The Evidence File	Codes showing feedback into reasons, tracks what competing listings did week by week, and sends the right update for the listing's stage.	From launch day forward
2 • The Decision Brief	Tests whether a price change is warranted, lays out every option with net proceeds, checks buyer search ranges, and scripts the conversation.	At the decision point
3 • The Second Launch	Re-engages everyone who passed at the old price, by the reason they passed, and scores whether the change worked.	The day the price changes, then 14 days after

How the workbook is organized

- **Page 3:** the market right now — verified national and local data on price changes.
- **Pages 4–13:** the three systems, each with copy-paste prompts and worksheets.
- **Page 14:** what's already in your prompt library from earlier sessions — so you don't rebuild it.
- **Pages 15–17:** guardrails, the 30-day plan, and sources.

READ THIS FIRST

This is a market-evidence and communication workflow, not an appraisal and not legal, tax, or financial advice. AI works only with the data you paste in, and it can be wrong — check every number against your MLS before it reaches a seller. Net proceeds are estimates; the seller confirms them with the title or escrow company and their own advisors. The seller always makes the pricing decision.

RESEARCH STANDARD

Every market statistic in this workbook was checked against the publisher's own release as of September 15, 2026. Sources are listed on page 17.

THE PRICE-CUT CONVERSATION

THE 3 SYSTEMS

1 • THE EVIDENCE FILE

Turn showing feedback and competing listings into a week-by-week case your seller can see.



2 • THE DECISION BRIEF

Know when a price change is the right call, and show every option with the math.



3 • THE SECOND LAUNCH

Bring back the buyers who passed at the old price, and prove the change worked.





⚡ Why this session matters

Price cuts are common again, everywhere you look. In August 2026, 20.4% of active listings on Realtor.com had a price reduction, Redfin counted 57.9% more sellers than buyers — the strongest buyer's market in its records back to 2013 — and NAR reported a 4.9-month supply of homes for sale, its highest level in over ten years. More sellers are about to have the price conversation. The agents who bring evidence instead of opinions will keep those listings.

The hard part isn't knowing the price is wrong. It's getting a seller to agree without feeling their home — or their judgment — is being criticized.

It isn't one national story. In August, 31.4% of Denver listings took a price cut — and 10.1% in Hartford (Realtor.com). Your seller needs evidence from their market, not a headline.

🎯 What you'll learn

We will master 3 systems live, together:

1 • The Evidence File — code showing feedback into reasons, track what competing listings did, and send the update that fits the listing's stage.

2 • The Decision Brief — the trigger test, every option with net proceeds, the search-range check, and the conversation itself.

3 • The Second Launch — bring back the buyers who passed at the old price, and prove the change worked in 14 days.

The market right now

Price cuts are common again — but sale prices are still rising nationally, and the picture changes city by city. Name your source every time: each one measures differently.

National, August 2026

Measure	Figure	Source
Listings with a price cut	Realtor.com 20.4% of active listings (level with a year ago) · Redfin 20.8% (four weeks ending Sep 6) · Zillow 26.3% — different measures, same message	Realtor.com Sep 2; Redfin Sep 10; Zillow Sep 8, 2026
Median list price	\$424,500, down 1.3% year over year — the 10th straight month of annual declines	Realtor.com, Sep 2, 2026
Median sale price	\$429,100, up 1.6% year over year — the 38th straight month of annual gains	NAR, Sep 10, 2026
Supply	1.62 million homes for sale; 4.9 months' supply, "its highest level in over ten years"	NAR, Sep 10, 2026
Sellers vs. buyers	57.9% more sellers than buyers — the strongest buyer's market in records back to 2013; 36 of 49 metros are buyer's markets	Redfin, Sep 10, 2026

Asking prices are down; sale prices are up. Sellers are adjusting what they ask to what buyers will pay — that is the price conversation. Never tell a seller "home prices are falling nationally."

Your market is not the national average

Metros	Signal
Denver 31.4% · Portland, Ore. 30.5% · Salt Lake City 30.3%	Highest share of listings with a price cut (Realtor.com)
Hartford 10.1% · New York 10.2% · Buffalo 11.1%	Lowest share of listings with a price cut (Realtor.com)
Nashville 139% · Miami 138% · Houston 131%	Strongest buyer's markets — % more sellers than buyers (Redfin)
Nassau County, NY -28% · Newark -21% · Milwaukee -18% · San Francisco -12%	Seller's markets — % fewer sellers than buyers (Redfin)
Austin -8.1% · Tampa -5.6% · Memphis -4.1%	Largest drops in list price per square foot (Realtor.com)

What the research says about price changes

- "Homes with large percentage changes in list price take longer to sell and ultimately sell at lower prices." — Knight, *Real Estate Economics* (2002)
- In Zillow's 2016 analysis, homes that sold almost immediately went for about 1% below list; after about two months, 5% below; the longest-listed (about 11 months) sold 12% below.
- Redfin estimates that overpricing a home by 10% or more can add more than a month on market (March 2026).

All figures August 2026 unless noted. Freddie Mac's 30-year fixed rate averaged 6.76% as of Sep 10, 2026 (6.35% a year ago). These reports update weekly and monthly — NAR's September report is due October 13 — so pull the latest for your area before every seller meeting.

System 1 — The Evidence File

Not a weekly "we're working hard" report. A file of evidence that builds toward a decision, so by the time you talk price the seller has already watched the case take shape.

The feedback codes

Code	What it sounds like	What it points to
PRICE-FOR-VALUE	"Nice, but not at that price." "They bought something bigger for the same money."	A pricing question
CONDITION	"Needs a new kitchen." "Worried about the roof."	A fix, a credit, or price
LAYOUT / SIZE	"Bedrooms too small." "No office."	The wrong buyer pool — not always price
LOCATION / LOT	"Too close to the busy road." "Yard too small."	Price, since it can't change
PHOTOS DIDN'T MATCH	"Looked bigger online."	A marketing fix first
NOISE / UNCLEAR	"Just looking." "Nice home." No response.	Follow up (Prompt 1.2) — don't count it

Send the update that fits the stage

Stage	What the seller gets	Rhythm
Launch window	Two or three sentences: activity so far, first feedback, nothing to decide yet.	Short notes, twice a week
Evidence phase	The coded feedback tally and the competitor ledger — the trend, and what you're watching.	Weekly
Decision point	An invitation to a 30-minute decision meeting with the brief (System 2).	Once, when the trigger test says so
After a change	What changed in activity since the new price (System 3 scorecard).	Day 7 and day 14

THE RULE THAT RUNS THIS SYSTEM

Count reasons, not opinions. "Three of the five buyers who came back for a second look said price-for-value" is evidence. "I think we're a little high" is an opinion — and sellers argue with opinions.

Evidence file prompts

Paste feedback exactly as you received it. Remove buyer names and contact details before you paste.

Prompt 1.1 — The Feedback Evidence Coder

I'm listing [ADDRESS], listed [DATE] at [LIST PRICE]. Below is every piece of showing feedback so far, pasted exactly as received, with the date and whether the buyer came back for a second showing or asked for disclosures: [PASTE FEEDBACK]. Code each item into exactly one primary reason: PRICE-FOR-VALUE, CONDITION, LAYOUT/SIZE, LOCATION/LOT, PHOTOS DIDN'T MATCH, or BUYER-SPECIFIC/NOISE (for example "bought another home", "just looking"). Give each item a seriousness weight: HIGH (second showing, disclosures requested, offer discussed), MEDIUM (first showing, specific comments), LOW (vague or no comment). Build a table by week: count of each reason, weighted count, and one direct quote per reason. End with one sentence in this form: "Of [X] serious buyers, [Y] pointed to [reason]." Do not infer a reason the feedback does not state – mark it UNCLEAR instead.

Prompt 1.2 — The Vague-Feedback Follow-Up

Write a short, friendly text I can send to the showing agent who left this feedback on [ADDRESS]: "[PASTE VAGUE FEEDBACK]". Ask one specific question that gets a usable answer – whether price, condition, or layout was the reason their buyer passed, and what would have made them take a second look. Under 45 words, no pressure, easy to answer in one line.

Example — what the coder hands back

Format only — bracketed fields show where your listing's facts go. Not a real listing.

Reason	Count	Weighted	Representative quote
Price-for-value	[#]	[#]	"[Quote from a second-showing buyer]"
Condition	[#]	[#]	"[Quote]"
Layout / size	[#]	[#]	"[Quote]"
Unclear	[#]	—	Follow-up sent with Prompt 1.2

Why weighting matters: a buyer who came back twice and asked for disclosures is telling you far more than ten "nice home" comments. The weighted count is the number to show the seller.

Evidence file prompts, continued

Show the seller what buyers chose instead — that's the evidence nobody argues with.

Prompt 1.3 — The Competitor Movement Ledger

Here is my listing: [ADDRESS, BEDS/BATHS, SQ FT, LIST PRICE, DAYS ON MARKET]. Here are the competing listings I'm tracking, with what changed each week — status, price changes, days on market, and new listings that entered the set: [PASTE MLS DATA FOR EACH WEEK]. Build a week-over-week ledger: which competitors went pending (at what days on market and after what price changes), which new listings came in at or below our price, and where we now rank on price per square foot within the active competition. Then write three plain-English sentences for the seller that describe what buyers chose instead of our home, citing the listings by address. State only what the data shows; do not predict what buyers will do next.

Prompt 1.4 — The Stage-Based Seller Update

Write this week's seller update for [ADDRESS]. Listing stage: [LAUNCH WINDOW / EVIDENCE PHASE / DECISION POINT / AFTER A PRICE CHANGE]. Inputs: [PASTE the coded feedback table from 1.1 and the ledger summary from 1.3, plus activity: views, saves, showings, second showings]. Match the stage: launch window — two or three short sentences; evidence phase — the trend so far and what we're watching; decision point — invite the seller to a 30-minute decision meeting to review options together; after a change — what changed in activity since. If nothing happened this week, say so plainly and explain what that tells us. Warm, factual, under 180 words, no marketing language, no promises.

Weekly evidence ledger

Week	Showings	2nd showings	Top feedback code	Competitor moves (pending / new / price change)
1				
2				
3				
4				
5				
6				

System 2 — The Decision Brief

Know when a price change is the right call — and when the real problem is something else.

Price signal or something else?

What you're seeing	Points to	First move
Strong online views and saves, few showings	Price or photos	Check the photos against the home, then the price range
Showings, but no second showings	Price-for-value or condition	Read the coded feedback (Prompt 1.1)
Second showings, no offers	Price, or a specific objection	Ask the second-showing agents directly (Prompt 1.2)
Weak views and saves	Price range, photos, or first photo	Search-range check (Prompt 2.3) and a photo review
Competitors going pending around you	Buyers chose better value	Competitor ledger (Prompt 1.3)
Feedback mostly layout / size	Wrong buyer pool	Marketing to the right buyer before price

Prompt 2.1 — The Price-Change Trigger Test

Using my listing's own numbers, tell me whether a price change is NOT YET warranted, worth WATCHING, or warranted NOW. Inputs: days on market [X]; showings per week [LIST BY WEEK]; second showings [X]; online views and saves by week [PASTE]; the coded feedback summary [PASTE]; the competitor ledger summary [PASTE]; months of supply or absorption for this price range and area from my MLS [PASTE, with the date and source]. Show the reasoning as a short checklist: which signals point to price, which point to something else (condition, photos, marketing, access), and which single signal would change your verdict. If the data points to a non-price problem, say so and name it. Do not use any benchmark that I didn't provide.

The options — with the math

A single "let's reduce" recommendation invites a yes-or-no fight. Five options with the math invite a decision.

Prompt 2.2 — The Options-and-Net Decision Brief

Build a one-page decision brief for my seller at [ADDRESS]. Current list price [X]. Seller's payoff and costs to sell as they gave them to me [PASTE: mortgage payoff, commission terms, estimated closing costs]. Monthly carrying costs [PASTE: mortgage, taxes, insurance, HOA, utilities]. Recent comparable sales and competing actives [PASTE]. Lay out these options side by side: (A) hold the price and fix a named non-price issue; (B) a small price step; (C) a price that moves into the next buyer search range; (D) keep the price and offer a concession or rate buydown instead; (E) withdraw, prepare, and relaunch later. For each: the list price, an estimated net-to-seller range using only my inputs, the assumptions behind it, the extra months of carrying costs it assumes, and "what has to be true for this to work." Label every figure as an estimate, not a guarantee, and say the seller should confirm net figures with the title or escrow company and their tax or financial advisor. The seller decides; recommend nothing unless I ask.

Decision brief worksheet

Option	List price	Est. net range	Extra months	What has to be true
A Hold + fix				
B Small step				
C Next search range				
D Concession / buydown				
E Withdraw & relaunch				

THE LINE THAT KEEPS YOU ON THE SELLER'S SIDE

"Here's every path I can see, and what each one likely means for what you walk away with. You know your goals and your timeline better than I do — which of these fits?"

Search ranges and the reset conversation

Buyers never see a home that sits outside their price filter. And most price talks happen without a plan agreed at listing.

Prompt 2.3 — The Search-Range Check

My listing is at [LIST PRICE]. Buyers on the major portals and in my MLS search using price filters. Here are the price-filter steps I see on [PORTAL NAMES] and in my MLS for this range: [PASTE the minimum/maximum dropdown steps]. Using only those steps, show which buyer searches our current price appears in and misses, and which nearby prices would put the home into a new search range. Show it as a simple table. Remind me to confirm the filter steps myself because they differ by portal and change over time.

Prompt 2.4 — The Mid-Listing Reset (No Price-Review Agreement Was Made)

I took this listing at the seller's price and we never agreed on when we'd review it. We're now at day [X]. Here's the evidence file: [PASTE outputs from 1.1, 1.3, and 2.1]. Here's what I know about the seller's goals and timeline: [PASTE]. Write the opening of the conversation – no "I told you so," no blame. Open by restating their goal and timeline, show the evidence in the order the seller will find most convincing, ask what they're seeing and feeling, and then propose a new review agreement from here: the signals we'll watch, the date we'll look again, and the decision we'll make if the signals don't change. Give me the words for the first 90 seconds and three questions to ask. Plain spoken language.

The new review agreement

Signals we'll watch

Date we'll look again

The decision if nothing changes

The conversation itself

Emotion first, evidence second, options third, decision last. Skip the first step and the other three don't land.

Prompt 2.5 — The Emotion-First Opener

Before any numbers, help me understand what's really behind this seller's resistance. Here is what they've said, in their words: [PASTE]. Here's their situation: [PASTE — e.g. buying their next home, relocation, divorce, inherited property, recent renovation spend]. List the two or three most likely concerns underneath (for example: the net they need for the next home, what they paid or spent on improvements, feeling that their home is being judged, a disagreement between decision-makers, months already lost). For each, give one sentence that acknowledges it honestly and one question that invites them to say more. Then play the seller in a short roleplay so I can practice — stay in character until I type "debrief," then score my listening, clarity, and whether I pushed too soon. Do not base anything on the seller's age, race, color, religion, national origin, sex, disability, or familial status.

The 30-minute decision meeting

Minutes	Step	What happens
0–5	Their goal	Restate what they told you they need — the net, the timeline, the next move. Ask if anything has changed.
5–12	Acknowledge	Name the concern underneath (Prompt 2.5). Listen more than you talk.
12–20	The evidence	Coded feedback and the competitor ledger — what buyers said and what they chose instead.
20–27	The options	The decision brief (Prompt 2.2). Every path, with the math.
27–30	The decision	The seller chooses — then set the review agreement and the 14-day scorecard date.

What not to say: "The market is telling us." "Your house is overpriced." "Other agents told me." Each one puts the seller on defense. Point to what buyers did, not to what anyone thinks.

System 3 — The Second Launch

The fastest buyers for the new price are the ones who already walked through the door at the old one.

Prompt 3.1 — The "You Already Saw It" Segmenter

We changed the price on [ADDRESS] from [OLD] to [NEW] on [DATE]. Here is everyone who interacted with the listing at the old price, with what they did and, where known, why they passed: showing agents and their feedback [PASTE], open-house sign-ins who agreed to follow-up [PASTE], and buyers in my own database who viewed or saved it [PASTE]. Group them by the reason they passed – PRICE, CONDITION, LAYOUT/SIZE, UNKNOWN – using only the feedback given. Write one short message for each group: price-passers get the new price and what it now competes with; condition-passers hear about any fix that was actually made (skip if none); layout/size passers get no message; unknown gets a brief, low-pressure note. Keep each under 70 words. Only contact people who opted in or whom I'm permitted to contact, and group people only by what they did with the listing.

Who hears what

Group	Message	Why
Passed on price	The new price and what it now competes with	Their objection just changed
Passed on condition	The fix that was made — only if one was	A price change alone doesn't answer them
Passed on layout / size	Nothing	The home still doesn't fit — don't spam them
Unknown	A short, low-pressure note	Invites the real reason

ALREADY IN YOUR LIBRARY

New description, photo order, and "new price" posts? Those were built in earlier sessions — see page 14. The Second Launch focuses on the two things no earlier workbook covered: the people who already saw the home, and proof that the change worked.

Prove the change worked

A scorecard earns the trust for any second move — or tells you the problem was never price.

Prompt 3.2 — The Price-Change Scorecard

Baseline for the 14 days before the price change on [ADDRESS]: [PASTE views, saves, showings, second showings, offers]. The same metrics for the days since the change: [PASTE]. Build a before-and-after scorecard table and a three-sentence verdict for the seller: the change worked, partly worked, or tells us the issue isn't price — with the one metric that shows it. If there isn't enough time or data yet to judge, say so and name the date we'll check again.

Prompt 3.3 — The Listing-History Honesty Check

I'm considering [a price change / withdrawing and relisting / a new MLS number] for [ADDRESS] in [MLS NAME]. Explain in plain language what I need to confirm in my MLS's rules about days-on-market counting, relisting, and how the change will show in the listing history on portals. Give me the exact questions to ask my MLS support desk. Do not state what my MLS's rule is — tell me what to verify. Remind me that the goal is accurate information for buyers, not resetting the clock to hide time on market.

14-day scorecard

Metric	14 days before	Days 1-14 after	Change
Online views			
Saves / favorites			
Showings			
Second showings			
Offers			

The full cycle on one listing

Where each prompt fits, from launch day to the 14-day scorecard.

Stage	Prompts	What the seller sees
Launch window	1.1 coder · 1.2 follow-up · 1.4 update	Short notes; early feedback, coded from day one
Evidence phase	1.1 · 1.3 ledger · 1.4 update	The weekly tally and what competing listings did
Decision point	2.1 trigger test · 2.3 search range	An invitation to a 30-minute decision meeting
The meeting	2.5 opener · 2.2 brief · 2.4 reset (if no agreement exists)	Their goal, the evidence, every option with the math — their decision
Change day	3.3 history check · 3.1 segmenter	A clear plan for who hears about the new price
Days 7 and 14	3.2 scorecard · 1.4 update	Proof: did it work, partly work, or point elsewhere?

Before your first decision meeting, gather

- ☐ Every piece of showing feedback, with dates and second-showing status
- ☐ Weekly MLS snapshots of the competing listings (status, price, days on market)
- ☐ Portal views and saves by week, from your listing reports
- ☐ Months of supply or absorption for the price range and area, with the date and source
- ☐ The seller's payoff, costs to sell, and monthly carrying costs — as they gave them to you
- ☐ Your MLS's rules on relisting and days-on-market counting (Prompt 3.3)

THE PROMISE

No seller of mine hears "we need to reduce" as an opinion. They see the evidence, choose from the options, and see the proof afterward.

Already in your prompt library

This session builds on earlier workbooks instead of repeating them. Pull these out when you need them.

When you need...	Use this prompt	From the workbook
The pricing conversation at the listing appointment	The Five-Act Pricing Story; The Pre-Agreement Framework	The AI Pricing Story (Jul 29, 2026)
Refreshed MLS remarks, a note to agents, a "new opportunity" post	The Repositioning Story	The AI Pricing Story (Jul 29, 2026)
A weekly health check of price, showings, and competition	The Monday Price Health Check	The AI Pricing Story (Jul 29, 2026)
A full photo review and ideal photo order	The photo autopsy	The Expired Goldmine (Aug 12, 2026)
A description rewrite for the relaunch	The copy autopsy	The Expired Goldmine (Aug 12, 2026)
A full marketing and activity report for the seller	The "Don't Fire Me Report"	Never Lose a Listing Again (Sep 3, 2025)
A "just reduced" short video	Brief #3 — Price Drop	The 60/25/15 Reel Engine (Jun 3, 2026)
A seller who says ChatGPT priced the home higher	The Local Truth Layer	My Client Asked ChatGPT (Aug 26, 2026)

WHAT'S NEW IN THIS SESSION

Feedback coding with seriousness weights · the competitor movement ledger · stage-based updates · the trigger test · five options with net proceeds · search-range math · the reset conversation when no agreement was made · the emotion-first opener · re-engaging buyers by the reason they passed · the 14-day scorecard · the listing-history honesty check.

Find every earlier workbook at bogen.ai/masterminds.

Guardrails

Evidence only persuades if every number is right and every option is honest.

Who owns which conclusion

Question	Who answers it
What will the home likely sell for?	You — as a market analysis, not an appraisal. NAR Standard of Practice 1-3: "REALTORS®, in attempting to secure a listing, shall not deliberately mislead the owner as to market value." The same honesty applies every time you recommend a change.
What is the home worth for a loan?	A licensed appraiser. Federal law bars a broker price opinion from being the primary basis for valuing a principal residence for a purchase mortgage (12 U.S.C. §3355). Some states require a not-an-appraisal disclaimer on a CMA — Texas does — so check yours.
What will the seller net?	Estimates only. The title or escrow company confirms; tax questions go to the seller's own advisor.
Should the price change?	The seller. Always.

Honest marketing

- NAR Article 12 requires REALTORS® to "present a true picture in their advertising, marketing, and other representations," and Standard of Practice 12-10 prohibits "misleading images" — which covers AI-written and AI-edited marketing.
- California (AB 723, Business & Professions Code §10140.8): a digitally altered listing image needs a disclosure and a link to the original, unaltered image. Check your own state and MLS rules.
- Never relist to hide days on market — confirm what your MLS allows (Prompt 3.3).

Fair housing

The Fair Housing Act (42 U.S.C. §3604(c)) makes it unlawful to publish any statement or advertisement that "indicates any preference, limitation, or discrimination based on race, color, religion, sex, handicap, familial status, or national origin." Follow up with people based on what they did with the listing, never who they are, and screen AI-written relaunch copy. HUD withdrew its 2024 digital-advertising guidance effective September 17, 2025 — the statute still applies.

What to remove before pasting into AI

- Buyer names, phone numbers, and email addresses from showing feedback and sign-in sheets.
- The seller's loan account numbers, Social Security number, and any login details.
- Use a tool and plan setting that does not train on your data, per your brokerage's AI policy.

Your 30-day plan

Install the system on one active listing, then make it the default for every listing you take.

Week	Actions
Week 1 Start the file	☐ Pick one active listing and gather every piece of feedback so far ☐ Run Prompt 1.1 and send Prompt 1.2 follow-ups on vague feedback ☐ Save all 12 prompts in your prompt library
Week 2 Track the market	☐ Start the competitor ledger (Prompt 1.3) with this week's MLS snapshot ☐ Send a stage-based update (Prompt 1.4) ☐ Check your portals' and MLS's price-filter steps (Prompt 2.3)
Week 3 Build the brief	☐ Run the trigger test (Prompt 2.1) ☐ Build a decision brief (Prompt 2.2), even if it's not time yet — practice the math ☐ Roleplay the conversation with Prompt 2.5
Week 4 Make it default	☐ Add feedback coding and the weekly ledger to your listing checklist ☐ Add a review agreement to every new listing, and Prompt 2.4 for current ones ☐ After any price change: segmenter (3.1) the same day, scorecard (3.2) at day 14

My commitments

The listing I'll start an evidence file on:

The date of my first decision meeting:

Where I'll get absorption or months-of-supply data for my area:

THE PROMISE

Evidence first. Options with the math. The seller decides. Then we prove it.

Sources

Verified September 15, 2026. Market data changes monthly — pull the latest release for your area before a seller meeting.

Market data

- Realtor.com, August 2026 Monthly Housing Trends Report — press release and research page (September 2, 2026)
- Redfin, "It's Now The Strongest Buyer's Market on Record, Driven by the Sun Belt" (September 10, 2026); Redfin weekly housing market release (September 10, 2026); Redfin on overpricing and time on market (March 13, 2026)
- Zillow, August 2026 Market Report (September 8, 2026)
- National Association of REALTORS®, Existing-Home Sales for August 2026 (September 10, 2026)
- Freddie Mac, Primary Mortgage Market Survey (September 10, 2026)

Research

- Knight, J. R. (2002). "Listing Price, Time on Market, and Ultimate Selling Price: Causes and Effects of Listing Price Changes." *Real Estate Economics* 30(2), 213–237.
- Zillow Research, "The Price of Overpricing: How Listing Price Impacts Time on Market" (May 24, 2016)

Rules and guardrails

- National Association of REALTORS®, 2026 Code of Ethics and Standards of Practice — Articles 1, 2, 10, 11, 12; Standards of Practice 1-3, 10-3, 11-1, 12-10
- 12 U.S.C. §3355 (broker price opinions); 42 U.S.C. §3604(c) (Fair Housing Act advertising); Federal Register, FR Doc. 2026-06624 (April 6, 2026)
- California AB 723 (2025), Business & Professions Code §10140.8
- Texas Appraiser Licensing and Certification Board, "When Talking About 'Value', Choose Your Words Carefully"

RESPONSIBLE USE

This workbook is an educational resource for real estate professionals. It is not an appraisal and not legal, tax, or financial advice. AI output must be checked against your MLS and the seller's own documents, net proceeds must be confirmed with the title or escrow company, and the pricing decision always belongs to the seller. Always follow your broker's policies, your MLS rules, and fair housing law.