

The Impact of Overpricing

DMAAR
Apr. 2020 - Oct. 2020



The price positioning of a listing when it enters the market is arguably the most significant factor in how quickly the property sells and how much it sells for. Below is pricing data from the DMAAR MLS for single-family resale homes from April 2020 to October 2020.

		Properties	Average Original Price	Average Sale Price	SP/OP	Reductions	Average Days on Market	\$/SQF
\$100k - \$200k	No Reductions	2,220	\$156,033	\$154,744	99.2%	-	18	\$131
	1+ Reductions	727	\$165,568	\$152,618	92.2%	1.7	73	\$122
\$200k - \$300k	No Reductions	1,176	\$247,773	\$245,603	99.1%	-	21	\$159
	1+ Reductions	738	\$259,889	\$245,287	94.4%	1.8	69	\$151
\$300k - \$400k	No Reductions	641	\$346,372	\$343,265	99.1%	-	28	\$178
	1+ Reductions	335	\$358,514	\$337,380	94.1%	1.9	94	\$171
\$400k - \$500k	No Reductions	237	\$446,528	\$442,844	99.2%	-	33	\$202
	1+ Reductions	142	\$473,618	\$438,351	92.6%	1.9	105	\$186
\$500k - \$600k	No Reductions	92	\$556,197	\$545,445	98.1%	-	32	\$216
	1+ Reductions	63	\$594,628	\$543,597	91.4%	2.3	130	\$200
\$600k - \$750k	No Reductions	66	\$652,222	\$655,181	100.5%	-	32	\$251
	1+ Reductions	35	\$711,220	\$655,823	92.2%	1.6	130	\$237
\$750k - \$1M	No Reductions	29	\$884,062	\$845,621	95.7%	-	51	\$252
	1+ Reductions	20	\$941,580	\$843,050	89.5%	1.8	201	\$252
\$1M - \$2M	No Reductions	12	\$1,260,000	\$1,200,833	95.3%	-	29	\$314
	1+ Reductions	3	\$1,483,300	\$1,153,333	77.8%	2	230	\$300