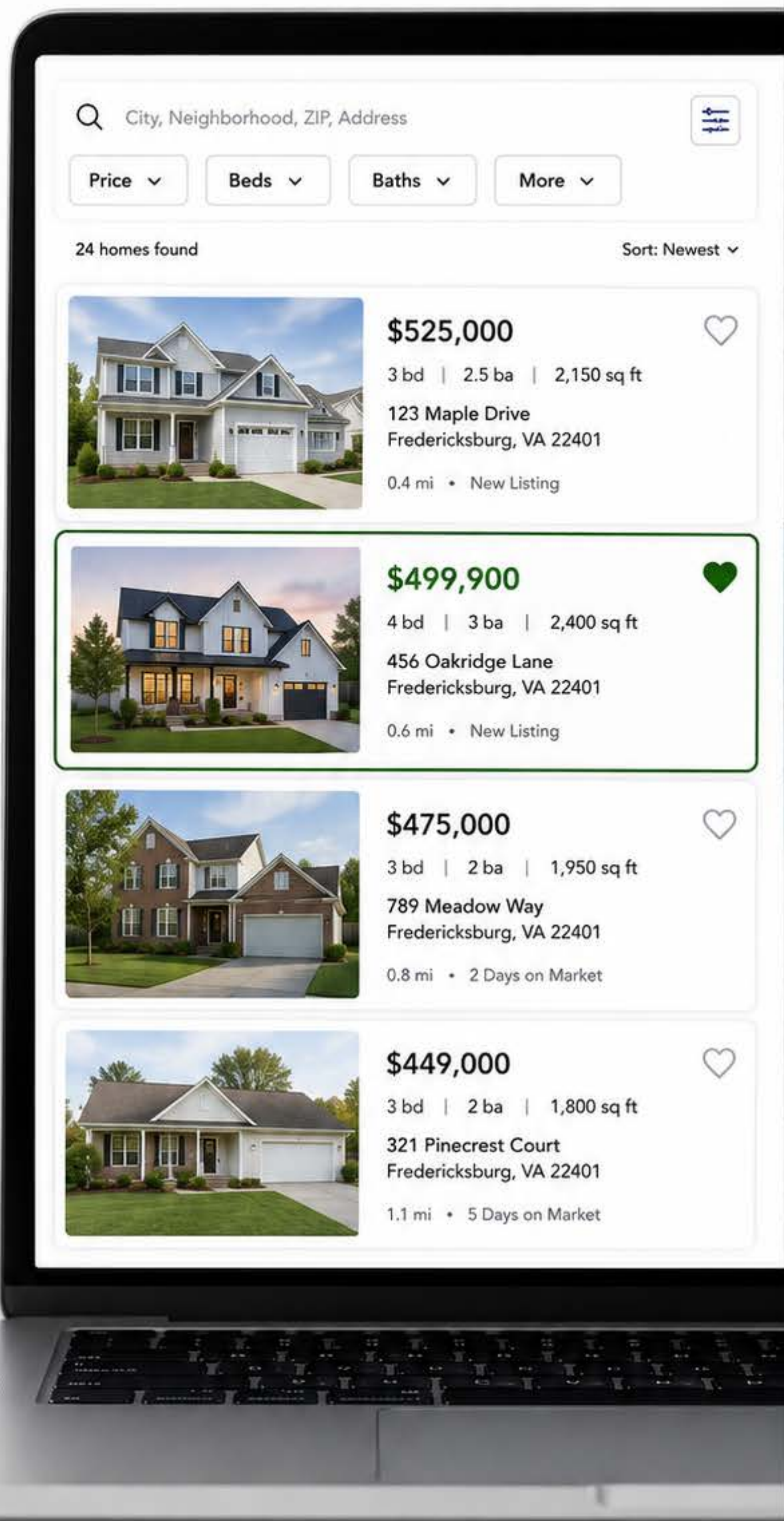


See Your Home Through a Buyer's Eyes

How buyers compare your home before they decide whether it's worth visiting.



A short guide from
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Associate Broker



The decision happens *before* you think

Most sellers picture the sale starting with a showing.
It doesn't.

Before buyers visit a home, they have already seen it side by side with many others online. They notice the lead photograph, check the price and basic facts, move from one listing to the next, reject some, and return to the ones that remain interesting.

Buyers are not looking for the perfect home.
They are looking for reasons to eliminate one.

The process is simple:
Seen. Opened. Considered. Compared.
Rejected or shortlisted.

Buyers may look at dozens of listings online, but they usually visit only a handful before making an offer. If your home never reaches that shortlist, nothing else you do will matter.

By the time someone requests a showing, your home has already been compared with several alternatives and chosen over most of them, without you in the room.



WHY IT MATTERS

The showing is not the first decision. It is one of the last. Price, photographs, condition, layout, and competition are already working for you or against you before a buyer walks through the door.

You are not being *judged* alone

Buyers almost never evaluate your home by itself. They compare it with every realistic alternative available that day.

- The house two streets over.
- The one with the finished basement.
- The one priced slightly lower.

Your home is never reviewed on its own merits. It is reviewed in a lineup.

That changes what 'good' means.

A feature you are proud of counts for less if three competing homes have it too. A flaw you have made peace with can be the reason a buyer moves on, because the home down the street does not have it.

Buyers do not need to dislike your home. They only need to prefer another one.

Your home is reviewed in a lineup.

YOUR HOME	TWO STREETS OVER
 \$525,000 3 bd 2 ba 1,850 sq ft Updated kitchen and patio. Fenced yard.	 \$519,000 3 bd 2 ba 1,760 sq ft Great location. Hardwood floors.
FINISHED BASEMENT	BUYER'S CHOICE
 \$545,000 3 bd 2.5 ba 2,100 sq ft Finished basement. Extra living space.	 \$509,000 3 bd 2 ba 1,700 sq ft Move-in ready. Fresh updates throughout.



WHY IT MATTERS

You are not being scored against a fixed standard. You are being compared with today's competition, in your price range, in your market.

The two comparisons your home must survive

A buyer’s decision does not happen all at once.

Your home has to survive two very different comparisons before it earns a showing.

The first cut is the numbers: price, square footage, beds/baths, and what else the same money buys.

Many homes are eliminated here before buyers even study the photos.

The second cut is the impression: once a home survives the numbers, buyers judge the lead photo, the first few images, condition, and layout.

Show a weak room first and many buyers never reach the best one.

01 THE FIRST CUT *The numbers*

Buyers instantly compare what the same money buys.

Search: Around \$500,000

YOUR HOME	COMPETITOR 1	COMPETITOR 2
		
\$499,000 3 bd 2 ba 2,400 sq ft Built 1998 .18 acre lot	\$499,000 4 bd 3 ba 3,200 sq ft Built 2004 .21 acre lot	\$505,000 4 bd 2.5 ba 3,150 sq ft Built 2000 .24 acre lot



Same money, More space elsewhere.
Many buyers move on in seconds.

02 THE SECOND CUT *The impression*

Once the numbers work, buyers decide if your home is worth more of their time.

STRONG FIRST IMPRESSION



1 Exterior (Lead Photo)**2** Kitchen**3** Living Room**4** Primary Suite**5** Outdoor Space

→ They keep looking

WEAK FIRST IMPRESSION



1 Weak Room (Lead Photo)**2** Awkward Angle**3** Dark Living Room**4** Busy Space**5** Dated Bathroom

→ They move on



The lead photo and first few images decide whether buyers keep looking—or click away.



WHY IT MATTERS

Most sellers think about presentation first. Buyers judge the numbers first.
If your home is at a disadvantage there, that has to be understood before anything else is decided.

What you do not see anymore

Living in a home changes how you see it.

Buyers notice what homeowners have stopped seeing.

A room that feels comfortable to you can look cluttered to someone walking in for the first time.

The upgrade you were proud of may not register at all if every competing home already has it.

The smell you stopped noticing years ago is the first thing they notice.

Sellers often overestimate improvement value and underestimate clutter, lighting, and ordinary wear.

It begins online: a room that feels generous in person can photograph small and dark.

Your best feature can go unnoticed simply because it appears too late in the photo sequence.

None of this is carelessness; it happens when familiarity makes things invisible.

WHAT THE SELLER SEES



WHAT THE BUYER SEES



WHY IT MATTERS

The gap between how you see your home and how buyers see it is invisible to you by definition. That is exactly why it costs sellers the most.

What your price says before you meet a buyer

Your price does not describe your home. It selects your competition. Nothing else on the listing has that power.

Price it twenty thousand higher and your home is suddenly compared with a different set, one that can make it look smaller or less complete than it did a moment before. Nothing about the house changed. The competition did.

A price in line with today's competition tells buyers your home deserves consideration.

A price well above it tells them something else. Not that the home is overpriced. That it is not for them. And they never think about it again.

Sellers often assume a high price does not prevent a low offer. "Let them make an offer and we'll work it out." That is not what happens.

Buyers who believe the price is unrealistic do not open a negotiation. They do not open the listing.

1 PRICED IN LINE

YOUR HOME

\$499,900
3 bd | 2 ba | 1,650 sq ft

COMPETING HOMES IN THE SAME RANGE

\$489,000
3 bd | 2 ba | 1,620 sq ft

\$505,000
3 bd | 2.5 ba | 1,720 sq ft

\$515,000
3 bd | 2 ba | 1,750 sq ft

✓ Buyers compare it seriously.

2 PRICED HIGHER

YOUR HOME

\$524,900
3 bd | 2 ba | 1,650 sq ft

NOW IT COMPETES WITH MORE

\$519,000
4 bd | 3 ba | 2,100 sq ft

\$535,000
4 bd | 3.5 ba | 2,300 sq ft

\$549,000
4 bd | 3 ba | 2,450 sq ft

! Now it competes with more.

3 BUYER REACTION

PRICED IN LINE
CLICK → SAVE → SHOWING → OFFER
✓ Considered.

PRICED HIGHER
CLICK → SAVE → SHOWING → OFFER
✗ Ignored.

“Your price does not describe your home. It selects your competition.”



WHY IT MATTERS

Price is not only the amount you are asking. It decides whether buyers click, compare, save, visit, and eventually make an offer.

A quick self-assessment

Before you set a price or schedule photographs, ask yourself:

BUYER COMPARISON CHECKLIST

1	Do I know which homes buyers are most likely to compare mine with?	YES ☐	NOT SURE ☐
2	Would my lead photograph stand out beside those listings?	YES ☐	NOT SURE ☐
3	How will my first photographs immediately show the home's strongest features?	YES ☐	NOT SURE ☐
4	Is there anything I have stopped noticing that buyers will notice immediately?	YES ☐	NOT SURE ☐
5	Is my asking price supported by today's competition, not just by my expectations?	YES ☐	NOT SURE ☐
6	Can I explain what buyers get from my home that they cannot get elsewhere at the same price?	YES ☐	NOT SURE ☐



If you answered 'Not sure' more than once, you are not alone. Almost no one can answer these questions from inside their own home. That is exactly why the next step exists.



WHY IT MATTERS

Uncertainty here is normal. These are not easy questions to answer from inside your own home. The point is to identify what needs an outside perspective before the listing goes live.

This is the first stage, not the whole sale

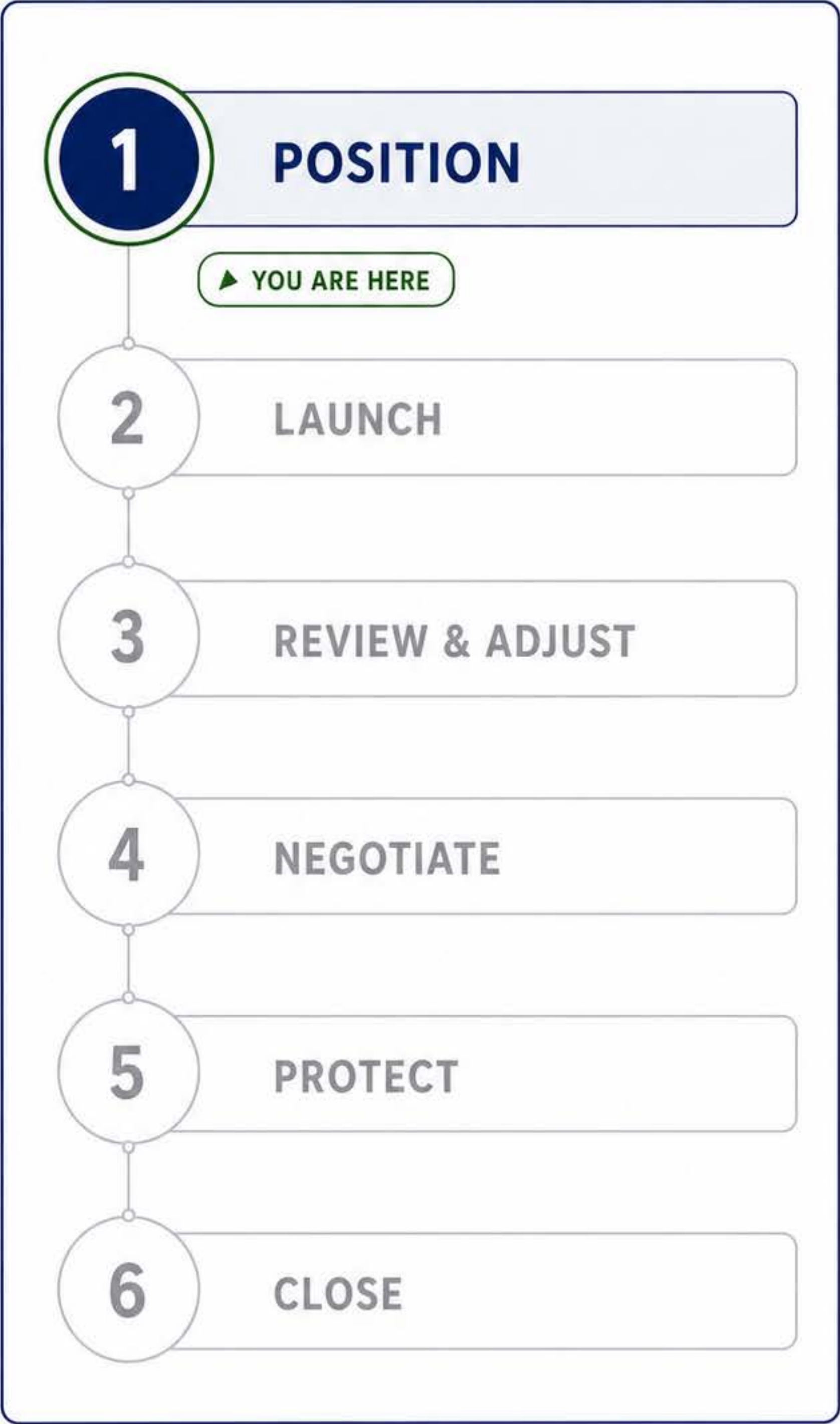
Getting the comparison right is where a sale gains its first momentum.

It is not where the sale ends.

A home sale moves through six connected stages:

Each one prepares for the next. A decision made before the listing goes live can still surface at inspection, appraisal, financing, or settlement weeks later.

Most sellers learn this in reverse, when a problem near the end traces back to a choice made at the beginning.



WHY IT MATTERS

The comparison described in this guide is only the beginning. What follows should be planned, not improvised.

See your home the way buyers will

You have lived in your home too long to see it the way buyers will. That is not a flaw. It is distance.

The Listing Reality Review gives you that outside perspective before you set a price, schedule photographs, or make your home public.

Together we'll answer four questions:

- Which homes will buyers compare yours against?
- Where does your home have an advantage?
- Where is it vulnerable?
- What should change before the listing goes live?

The market will compare your home whether you prepare for it or not. This is how you see those comparisons first.

LISTING REALITY REVIEW

COMPARISON SNAPSHOT			
			
	YOUR HOME	COMP 1	COMP 2
PRICE	\$	\$	\$
SQ FT	#	#	#
BEDS	#	#	#
BATHS	#	#	#
LOT SIZE	#	#	#
DAYS ON MARKET	#	#	#

1



Which homes will buyers compare yours against?

2



Where does your home have an advantage?

3



Where is it vulnerable?

4



What should change before the listing goes live?



REQUEST YOUR LISTING REALITY REVIEW



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WHY IT MATTERS

The market will compare your home whether you prepare for it or not. The value of this step is seeing those comparisons before the Listing goes live.