

The Seller's Guide to *Pricing It Right*

What overpricing really costs, and the plan I use to sell homes for the highest price the market will support.

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- 05 Offers, closing & communication
- 06 Your free home valuation

\$98,500

What one overpriced home lost against its starting price. See the full story on page 3.



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The price you start with shapes everything that follows.

Selling your home is one of the biggest financial decisions you'll make. Most sellers focus on the number they hope to get. The sellers who come out ahead focus on the number that brings the right buyers in the first few weeks.

This guide shows you how I price, prepare, market, and negotiate, using real results from my own listings. No pressure and no sales pitch. Just the information I'd want if I were selling my own home.

2015

SELLING TWIN CITIES
HOMES SINCE

300+

HOMES SOLD

5.0★

26 GOOGLE REVIEWS

EN · ES

BILINGUAL SERVICE

What I stand for

Radical honesty

Clear, direct advice backed by data, even when it isn't what you hoped to hear.

Loyalty

Your interests come first in every conversation and every negotiation.

Less stress

I handle the paperwork, deadlines, and details so you can focus on your next chapter.

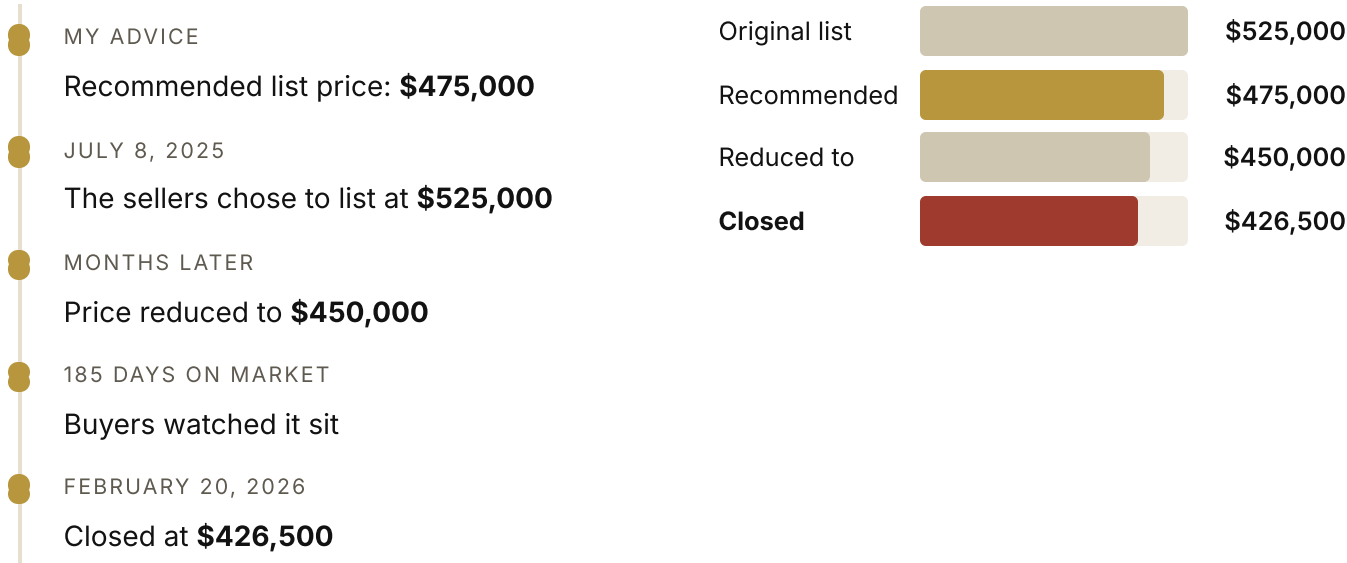
My goal isn't just to sell your home. It's to be your real estate advisor for life.

— Jose Ramirez

The real cost of overpricing

Every seller wants to give their home the best possible shot, and it's natural to want to test a higher price. Here's what happened when one of my sellers did.

5 BED · 4 BATH · 2,606 FINISHED SQ FT



\$98,500

below the starting price

185 days

on the market: six months of
showings, waiting and a price cut

\$48,500

below the price I recommended at
our first meeting

It's not only the money. It's half a year of keeping the house show-ready, rearranging your life around showings, waiting on offers, and the stress of not knowing when you can move on.

Why this happens: a new listing gets the most attention in its first few weeks. When the price sits above what buyers see in recent comparable sales, that window passes. The longer a home sits, the more buyers wonder what's wrong with it and the lower they offer.

"Great marketing cannot consistently overcome the wrong price."

Source: NorthstarMLS, Regional Multiple Listing Service of Minnesota. Listing by Jose Ramirez, Keller Williams Realty Integrity Lakes. Recommended price from my listing consultation. Information deemed reliable but not guaranteed. Every home and market is different; past results do not guarantee future outcomes.

When price and marketing align

16616 Eagle Ridge Drive, Minnetonka

4 BED · 3 BATH · 2,403 FINISHED SQ FT

- MAY 27, 2025
Listed at **\$619,000**, priced to the market
- WEEK ONE
Multiple offers received
- 7 DAYS ON MARKET
Under contract
- JULY 1, 2025
Closed at **\$619,000**, full list price

100%

of list price, with multiple offers in the first week
(\$10,000 seller contribution negotiated as part of
the winning offer)

7 days

on the market

The pricing truth most sellers never hear

I don't decide what your home is worth, and neither do you. The market does. My job is to read it accurately and position your home to win.

Overpriced

- ◆ Fewer showings, fewer offers
- ◆ Helps competing listings look like a deal
- ◆ Missed early offers
- ◆ Price cuts and appraisal issues
- ◆ Often a lower final price

Priced right

- ◆ More buyer and agent activity
- ◆ Stronger response to marketing
- ◆ Better chance of competing offers
- ◆ Fewer disruptions to your life
- ◆ More money in your pocket

Source: NorthstarMLS. Listing by Jose Ramirez, Keller Williams Realty Integrity Lakes. Information deemed reliable but not guaranteed. Past results do not guarantee future outcomes.

Modern marketing that finds your buyer

Buyers search on Google, scroll Facebook and Instagram, and increasingly ask AI tools where to buy. I combine 11+ years of real estate experience with hands-on digital marketing skills to put your home in front of serious buyers from day one.

Google

Search ads that reach buyers while they're actively looking, plus a strong website and Google presence.

Facebook & Instagram

Campaigns with your professional photos and video, run under Meta's housing ad rules.

AI-powered content

Clear listing content in English and Spanish, and listing pages optimized for AI search.

Data, not guesswork

I track views, inquiries, showings, and feedback so we can adjust with confidence.

Full-force launch

NorthstarMLS and major home search sites, professional photos, video and virtual tour, open houses, signs, and "Just Listed" postcards.

Private option first

With your written consent and following MLS rules, I can quietly match your home with a buyer from my network before it goes public.

Agent network

Direct outreach to agents with active buyers across the Keller Williams network.

Fast follow-up

Every inquiry about your home gets a quick, professional response.

Technology supports the strategy; it never replaces it, and it is never used to misrepresent a home. Paid advertising, budgets, and channels are agreed on together before launch. Results vary by property, price, and market conditions.

Getting your home ready

Small, inexpensive steps before photos often make the biggest difference in how buyers feel when they walk in.

2–4 weeks before launch

Gather documents and a list of upgrades, complete disclosures, handle minor repairs, touch up paint, and service the furnace and AC.

1–2 weeks before

Declutter, depersonalize, and arrange furniture to open up rooms and walkways.

Before photos

Curb appeal: mow, trim, clean the entry, and handle seasonal yard or snow care.

Photo day

Deep clean, blinds open, lights on, and personal items out of view.

How we'll work together

STEP 1

Consultation. Your goals, timing, and concerns.

STEP 2

Pricing strategy. Recent comparable sales and a clear recommendation.

STEP 3

Preparation. Your home through a buyer's eyes, plus a plan to stand out.

STEP 4

Launch. Private option or full-force marketing, your choice.

STEP 5

Offers & negotiation. Price, terms, and your estimated net, reviewed together.

STEP 6

Closing. I manage inspections, appraisal, and every deadline, typically 30–60 days after an accepted offer.

You'll never wonder what's happening

After every showing

Buyer feedback, usually within 24 hours.

Every week

Listing views, ad results, inquiries, and showings.

Every two weeks

A pricing review with fresh comparable sales. You make the final call.

As it happens

Every offer, presented promptly with my analysis.

Common myths, and the truth

Myth: A discount agent offers the same service for less.

Truth: marketing and negotiation take experience, strategy, and resources, and they show up in your final price.

Myth: Starting high leaves room to negotiate.

Truth: buyers compare your home to recent sales. If it's priced above them, many never schedule a showing.

Myth: Condition doesn't matter.

Truth: well-maintained, well-presented homes tend to sell faster and for more.

Myth: Vacant homes are harder to sell.

Truth: clean and well presented, they often feel larger and brighter.

Quick answers

Who pays for the inspection? Typically the buyer. Some cities require a seller pre-inspection; I'll guide you if yours does.

Should I offer a home warranty? It isn't required, but it can be an attractive incentive for buyers.

WHAT CLIENTS SAY

5.0 stars on Google from 26 reviews

★★★★★

"Jose helped us sell our home and buy a condo several years ago. When we recently decided to move again, we knew we wanted Jose as our realtor. He is professional, trustworthy, patient, knowledgeable, and just a really great guy to work with. We highly recommend Jose!"

BARB C. · GOOGLE REVIEW

★★★★★

"Jose has been my realtor for my past two home sales AND purchases. He is knowledgeable, responsive, efficient, dependable, and trustworthy. I have been in my current home for almost two years, and he still keeps in contact. I would recommend Jose to anyone looking to purchase or sell a home."

DEAN K. · GOOGLE REVIEW

★★★★★

"We found him honest, informative, knowledgeable and friendly. We never felt 'sold to'... I would (and have) recommend him to anyone. Will definitely work with him again!"

ZACH N. · GOOGLE REVIEW

★★★★★

"Jose is incredibly knowledgeable, responsive, and genuinely cares about his clients. He listened to exactly what we were looking for, gave honest advice, and went above and beyond..."

JULIO R. · GOOGLE REVIEW

What is your home worth in today's market?

Get a free home valuation, prepared personally by me, not an online estimate. I'll review your home's features and current comparable sales and give you a clear pricing recommendation, with no obligation.

1. Share your address

Takes about a minute online.

2. I do the research

Recent sales, active competition, and your home's features.

3. Get your number

A clear price range and strategy, with no pressure.



Scan to request your free valuation

[Get my free home valuation →](#)

Or call or text **(612) 805-5960** · English or Español



EQUAL
HOUSING
OPPORTUNITY

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