

Pricing your home right is the most important decision in the selling process.

Here's what Indiana home sales from the past year tell us about pricing and how long homes spend on the market.

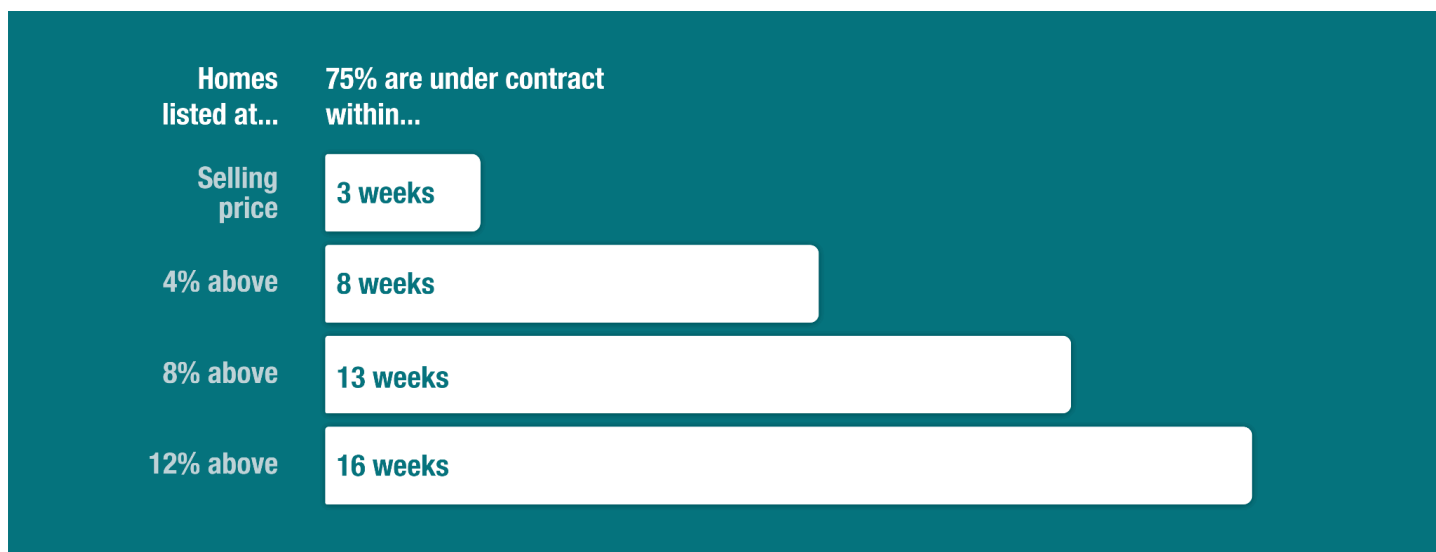
3 out of 4 homes priced right go under contract within three weeks.

In today's market, a correctly priced home still moves fast. The slowdown you've been hearing about is real, but it's concentrated in overpriced listings. Price right and you're largely insulated from it.

On average, sellers wait about three weeks at each wrong price before reducing again. But once you get the price right, buyers sign a contract in an average of two weeks — no matter how many times you had to reduce the price. Buyers and their agents know the market, and they are waiting for a fair price.

Every 1% above the eventual sale price adds about 2.5 days on market on average.

Priced 4% too high, one in four homes are still sitting after 8 weeks.



Your REALTOR® can identify the right price range using current comparable sales. The goal isn't the highest possible list price. It's the price that gets you to the closing table on your timeline.



Data: Indiana MLS sales, May 2025–April 2026. Source: Indiana Association of REALTORS®. Read the full Price is Right research: data.indianarealtors.com/price/campaign