



The Price is Right — Listing Presentation Talking Points

Indiana Association of REALTORS® | 2026 Research

These talking points are built around five facts from [new IAR research](#) based on sales from May 2025–Apr 2026. Use them in listing presentations when sellers push back on your suggested price, ask about the slower market, or float the idea of starting high and reducing later.

On pricing right:

New research from the Indiana Association of REALTORS® looked at 73,000 home sales over the past year. Three out of four homes priced right go under contract within three weeks. That's the goal — get you in that group.

Remember: Right price, three weeks.

On the cost of overpricing:

Every 1% above the eventual sale price adds about two and a half days on market on average. That sounds small, but averages hide the worst outcomes. When a home is priced 4% too high, one in four are still sitting after 8 weeks.

Remember: 4% over, 8 weeks of waiting.

On the slower market:

The overall market has slowed since 2024 — from 15 to 21 days median. But correctly priced homes are still going under contract in about a week, same as two years ago. The slowdown is almost entirely in overpriced listings. Price right and you're largely insulated from it.

Remember: Market is not slower when priced correctly.

On "we can always drop the price later":

Price cuts do work. Once the price is right, half of homes are under contract within about two weeks — even after several reductions. The catch is the time before that. Sellers typically need about three weeks at a price that isn't working before they're ready to cut again. So every reduction stacks another three weeks onto the clock.

Remember: Three weeks per wrong price.

One stat to remember:

75% of correctly priced listings are under contract within three weeks.