LISTING PRESENTATION AND PRICING STRATEGY DEFENSE · COLUMBIA COUNTY · 2026

What the house is worth, *and how I know.*

Twenty-five pages for one seller: four recommendations, three independent valuations reconciled into a band, the renovation measured rather than asserted, the month to list, the buyer to position for, and a negotiation plan. This specimen shows the spine of the argument.

SPECIMEN · CLIENT AND PROPERTY DETAILS REMOVED

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EXECUTIVE SUMMARY

Four recommendations. Every page after is the data behind one of them.

01 · Price

Three valuation methods converged within a band of roughly $45,000. The recommended list price sits a few thousand dollars above the evidence midpoint, at the top of the search bracket below a round number: the best house in its bracket rather than the cheapest in the one above.

02 · Timing

List in early autumn and show through October, the peak month for New York visitors in Columbia County. A spring listing at a higher ceiling was kept open as the alternative.

03 · Positioning

A lifestyle sale, not a local move-up purchase: a New York weekender buying turnkey main-floor living a short walk from a club, and paying an intangible premium for it.

04 · Negotiation

Credit, not discount. A published price holds; concessions are made against inspection findings with receipts, so the comparable record stays intact for the seller and the street.

01 · PRICE

Three methods, run independently, then reconciled.

Each method used a different input set on purpose, so that agreement between them would mean something.

METHOD	WHAT IT USED	RESULT
Adjusted sales comparison	Seven closed sales, adjusted line by line for time, size, lot, baths, garage, condition, setting and heating. The workhorse.	~$630,000
Cost plus renovation bridge	What the seller paid, carried at county market growth (Zillow ZHVI, about 6% a year), plus the measured contributory value of the renovation.	~$635,000
Renovated-cohort price per square foot	Only renovated houses of the same vintage and size band, priced per square foot.	~$615,000
Reconciled band	Where all three overlap	**~$615,000 – $660,000 · midpoint ~$645,000**

01 · PRICE

The renovation is roughly $235,000 of the price. Not a compliment, a measurement.

This corridor gave an unusually clean read, because original-condition and fully renovated houses of nearly identical size and vintage sold within months of each other.

$140–$200
per sq ft: original-condition mid-century ranches, two paired sales

$300–$325
per sq ft: fully renovated, same vintage and size band, two paired sales

+$140 / sq ft
the renovation premium the market is actually paying

Price stack in the full brief: purchase price, market appreciation over the holding period, renovation contributory value, and a stated lifestyle premium with the judgment behind it explained. Sources: Flexmls closed sales, RPR, Zillow Home Value Index for Columbia County, county assessment roll.

GET THIS FOR YOUR OWN DECISION

A number for your house, built from the sales the algorithm averaged away.

Research is included with representation and available as a standalone engagement. Tell me the decision you are facing and I reply within 48 hours with scope and timing.

francisnolan.com/research?brief=listing-presentation