

Comparative Market Analysis

127 Magnolia Ridge Lane • Decatur, GA 30030

Prepared exclusively for the Homeowner by **John Lee** • ABC Brokerage •
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Your Home at a Glance

Size & Layout

4 bedrooms · 3 baths · 2,780 finished sq ft

Property

Built 1994, fully renovated 2022 · 0.31-acre lot, fenced backyard, screened porch

Features

Chef's kitchen · primary-on-main option · two-car garage

Location

0.6 miles to Decatur Square · City Schools of Decatur

Homes like yours are in high demand right now. Here's exactly what the data says – and what it means for your number.

The Market Right Now

Decatur (30030), \$700K–\$800K single-family segment

Metric	Today
Median sale price (30030)	\$721,000
Avg days on market (\$700–800K)	12 days
Sale-to-list ratio	98.7%
Months of inventory	1.8
12-month appreciation	+4.2%

Under 3 months of inventory is a seller's market. At **1.8 months**, well-prepped, well-priced homes are moving fast – and often over asking.

How I Choose the Right Comps

"Comparable" and "nearby" are not the same thing. I only use sales that pass four filters:

1

Proximity

Within ~1 mile, same school zone

2

Recency

Sold in the last 90 days (this market moves)

3

Size & Layout

Within ~15% of your square footage

4

Condition

I adjust for renovations, not just raw price

❏ A Zillow "Zestimate" is an algorithm that can't see your new kitchen or your quiet street. This analysis can.

Recently Sold — What Buyers Actually Paid

Address	Bd/Ba	Sq Ft	Sold Price	\$/Sq Ft	Days on Mkt
145 Clairemont Ave	4/3	2,900	\$780,000	\$269	6 (3 offers)
214 Sycamore Dr	4/3	2,850	\$765,000	\$268	9
318 Adams St	4/2.5	2,690	\$735,000	\$273	14
512 Oakview Rd	3/2.5	2,540	\$712,000	\$280	21 (dated)

Renovated homes near the Square are clearing **\$268–\$273 per sq ft** – and the fastest sales had the best prep and the smartest pricing.

What You're Competing Against

Address	Status	List Price	Bd/Ba	Sq Ft
233 Winnona Dr	Active	\$759,000	4/3	2,800
401 Mell Ave	Pending	\$749,000	4/2.5	2,720

Buyers tour everything in your band the same weekend. We win by being the best-presented, best-priced home they see – not the most expensive.

Your Adjusted Value Range

Starting from the comps, I adjust for what makes your home different:

Factor	Adjustment
Full 2022 renovation	+\$18,000
Screened porch + deck	+\$9,000
Smaller lot than 145 Clairemont	-\$7,000
Primary-on-main flexibility	+\$6,000

Adjusted market value: \$742,000 – \$761,000

My Recommended List Price: \$749,000

\$749,000

Priced to sit at the very top of buyer demand and trigger competition – not to sit on the market. Why not \$760K? Why not \$735K? Here's the strategy.

The Psychology of Pricing

The search-bracket trick

Buyers shop in round brackets – "\$700K to \$750K." List at **\$749,000** and you show up in *both* the up-to-\$750K searches and the \$750K-plus searches. List at \$752,000 and you vanish from every "under \$750K" search – the single largest pool of buyers for this home.

Price to create competition, not to "leave room"

A home priced right draws multiple buyers the first weekend, and multiple buyers bid each other up. A home priced with "room to negotiate" draws one cautious buyer – who negotiates you *down*.

The first 10 days are everything

Your listing gets the most attention the week it hits the market. Price it right and you capture that surge.

What Overpricing Really Costs You

"Start high and come down" feels safe. It isn't. The pattern is always the same:

1 Weeks 1–2

Priced too high – few showings, no offers

2 Week 3

First price cut – now buyers wonder *"what's wrong with it?"*

3 Week 5+

Second cut, stale-listing stigma, low-ball offers

4 Final sale

Below what it would have sold for if priced right on day one

Homes that sell in the first two weeks average **100%+ of list**. Homes that linger 60+ days average **91%**. Pricing right isn't leaving money on the table – it's how you get the most.

Timing Your Launch

Best Window

Late April through June – peak buyer traffic, families moving before the school year

Launch Day

Thursday launch so the listing peaks over the weekend

Time to Contract

At 1.8 months of inventory, well-prepped homes in your band are averaging **12 days to contract**

We'll time your launch to hit the market at full strength.



Let's Get Your Home Sold

This analysis is the foundation. The next step is a quick walkthrough so I can fine-tune the number and build your custom marketing plan.

"I price homes to sell for the most the market will bear – and I have the plan to get you there."

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