APMLS

CONSUMER GUIDES

Setting an asking price - and the cost of getting it wrong

A pricing strategy should explain its evidence, uncertainty and review points.

What matters

• Compare genuinely similar properties by location, type, area, condition, floor, energy class, parking and legal position.

• Separate asking prices from achieved prices; active listings and broad averages are imperfect signals.

• A market study used to set an asking price is no substitute for a bank valuation or independent appraisal. Portuguese law prohibits a brokerage from appraising properties it brokers.

• Write down starting price, positioning, viewing and offer metrics, review date and the owner’s final decision.

• A high price may reduce initial interest, but there is no universal deadline or correct percentage cut for every property.

Questions and notes

01 Comparables used and important differences:

02 Asking price, justified range and review date:

03 How will demand be assessed without premature conclusions?

Official sources

Lei 15/2013 | Mediação imobiliária

IRN | Certidão permanente predial

General information, not legal, tax, financial or technical advice. Verify current rules and property-specific facts before deciding. APMLS is independent of the brokerage and is not a party to the transaction.