Complete Realty Team Addresses the Risks of Overpricing Your Home in New Video

September 15, 2026

September 15, 2026 -
Complete Realty Team has released a new video examining why the common practice of listing a home above market value tends to work against sellers rather than in their favor. Titled "Why Listing Your Home High Almost Never Works," the video features Ken Mandich, a Realtor and Listing Expert with the Metro Atlanta-based company, who breaks down the pricing strategies that most often determine whether a home sells quickly or lingers on the market.

The video challenges the widely held belief that pricing a home high leaves room for negotiation. According to the presentation, the "start high, meet in the middle" approach that works in casual bartering rarely applies to real estate transactions. Instead, an inflated asking price often discourages qualified buyers from engaging at all, reducing the pool of interested parties before negotiations can begin.

Mandich explains that overpricing carries consequences that extend beyond a slow start. When a home sits on the market for an extended period, buyers frequently assume that something is wrong with the property, further limiting interest. The video also addresses what it describes as the price reduction trap, in which sellers who lower their asking price after weeks without offers may signal desperation and invite offers below what the home might otherwise command.

"Sellers often assume that a high asking price gives them leverage, but in most cases it does the opposite," said Ken Mandich, Realtor and Listing Expert with Complete Realty Team. "Buyers today have access to more market data than ever, and they can tell when a home is priced beyond its value. That price becomes a reason to skip the listing entirely rather than a starting point for a conversation."

The video is organized into several segments, including discussions of the bartering myth, the reasons buyers avoid overpriced listings, the effects of overpricing on a listing's momentum, and the case for pricing a home accurately from the outset. Mandich argues that homes priced correctly at launch tend to attract more traffic and generate genuine competition among buyers, which can lead to stronger results for the seller.

"Accurate pricing is not about leaving money on the table," Mandich added. "It is about creating the conditions for real competition. A home that is priced right draws attention in its first weeks on the market, and that early interest is often what produces the strongest offers."

The topics covered in the video are explored in greater depth in a companion blog post on the Complete Realty Team website, which examines the same pricing principles and offers additional guidance for homeowners preparing to list. The material is intended to help sellers avoid common missteps as they approach the market.

Complete Realty Team is a real estate company based in Alpharetta, Georgia, serving the Metro Atlanta area with a focus on Cobb and Cherokee County communities. Led by Ken Mandich, who brings more than a decade of experience as a real estate investor and agent, the team assists clients with home selling, home buying, featured listings, and real estate consultation. The company operates across several cities in Cobb County, including Acworth, Austell, Kennesaw, Mableton, Marietta, Powder Springs, and Smyrna.

###

For more information about Complete Realty Team, contact the company here:Complete Realty TeamKen Mandichkenmandich@gmail.com

Complete Realty Team

Thinking about pricing high to leave room to negotiate? Here's why that backfires for Metro Atlanta sellers and what *actually gets you the best price.*

Website: https://www.completerealtyteam.com/

Email: kenmandich@gmail.com