

13775 Hanford Court

Strategic Pricing & Market Position

Prepared for Wendy & Jose Chavarria

4 Bed | 2¾ Bath | 3,038 SF

Corner Lot | Saltwater Pool | Dual HVAC



Strategically Priced at \$535,000

Executive Summary

List price: \$535,000 based on comparable sales, active competition, and current buyer behavior.

Subject Property

4 Bedrooms, 2¾ Baths, approx. 3,038 SF, Corner Lot, Smart Home (Alexa enabled throughout), Private Saltwater Pool, Dual HVAC, 3-Car Garage, Updated Downstairs Marble Shower, Large Loft.

Competitive Position

Compared with 14751 Shetland Ct, Hanford smart home offers a downstairs shower bathroom, larger living area, corner lot, private saltwater pool, dual HVAC, updated flooring, and marble shower. Shetland offers paid solar and a newer single HVAC system.

Comparable Sales

14766 Shetland Ct - Sold \$500,000

13944 Clydesdale Run Ln - Sold \$563,000

13445 Cristobel Ct - Sold \$580,000

14751 Shetland Ct - **Active** \$505,000

Marketing Strategy

Professional photography, MLS launch, open house, digital marketing, review activity after first two weeks.

Broker Opinion

The proposed \$535,000 price is competitively positioned within the neighborhood and supported by the subject property's superior feature set.

Feature	Pricing Relevance
Size / Layout	Approx. 3,038 SF with 4 bedrooms and 2¾ bathrooms.
Functional Bedroom Arrangement	Three bedrooms upstairs plus large loft/den; downstairs bedroom and convenient downstairs guest bathroom with walk-in marble shower.
Buyer-Visible Lifestyle Features	Private saltwater pool, corner lot, 3-car attached garage, and dual-zone HVAC.
Condition	Move-in ready, smart home with fresh interior paint, brand-new downstairs tile flooring, and professionally cleaned upstairs carpeting.
Presentation Opportunity	Backyard landscaping can materially improve first impression without major renovation.



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Pricing Strategy

Target list price of \$535,000 positions the home above recent lower sales while remaining competitive with current active inventory.

Based on our market analysis, the home is supported in the mid-\$500,000 range. However, considering nearby builder competition and current buyer behavior, we recommend entering the market at **\$535,000** to maximize early activity while preserving negotiating strength.

The goal is not to underprice the home. The goal is to position it strongly enough to attract immediate showings and potentially create multiple-offer pressure while still supporting the seller's concern that new-home competition can affect buyer perception.

Real & Estate Strategy Group™ Market Position Report

Comparable sales and current competition indicate strong buyer demand for well-priced homes in this neighborhood. Similar homes have sold between **\$500,000 and \$580,000**, with several receiving full asking price—or more—and selling in as little as **2 days**.

Comparable Property Address	List Price	List Date	Sale Date	Days On Market	Sold Price	Negotiation Outcome	Sq Ft
13775 Hanford Ct <i>(Subject)</i>	\$535,000	July 6, 2026	—	Just listed	—	Active	3,038 SF
14751 Shetland Ct	\$505,000	May 11, 2026	—	58 Days*	—	Active	2,961 SF
14766 Shetland Ct	\$499,900	March 5, 2026	April. 16, 2026	42 Days	\$500,000	+\$100	2,816 SF
13944 Clydesdale Run Ln	\$535,000	February 6, 2026	March 12, 2026	34 Days	\$563,000	+28,000	3,101 SF
13445 Cristobel Ct	\$580,000	February 14, 2026	March 28, 2026	42 Days	\$580,000	100% of List	3,239 SF
13755 Thrush Ct	\$530,000	May 19, 2026	May 21, 2026	2 Days	\$530,000	100% of List	3,038 SF

Positioned at \$535,000, the subject property enters the market competitively against current inventory while offering a superior combination of features—including a corner lot, private saltwater pool, dual-zone HVAC, smart-home technology, and an updated downstairs bathroom featuring a walk-in marble shower. Based on recent neighborhood sales, this pricing strategy is designed to maximize buyer interest while preserving strong negotiating leverage.

Pricing at \$535,000 positions the property competitively within the current market while preserving the potential for multiple offers if buyer demand mirrors recent neighborhood activity.



Analysis – Sweet Spot Pricing

- \$500,000 establishes the lower end of the market for similar homes
 - \$505,000 is the closest active competitor and has been on the market about 45 days, does not include a pool
 - \$563,000 demonstrates that buyers were willing to pay a premium for a larger, well-presented home in this neighborhood
 - \$580,000 represents the upper end of the market and is not a direct comparison because of its larger size and additional features.
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- Listing price at \$535,000 is a defensible strategy, positioning Hanford:
 - \$30,000 above the closest active competitor, but with meaningful feature advantages (pool, downstairs guest bathroom with walk-in marble shower, dual HVAC, corner lot).
 - \$28,000 below the strongest sale at \$563,000
 - \$45,000 below the upper-end benchmark at \$580,000

Competitive Pressure: New Construction



A nearby builder is offering brand-new homes at somewhat higher prices, but with financing incentives reportedly near 4% rate. For many buyers, the monthly payment comparison can make a higher-priced new home feel competitive against a resale home.



This changes the listing strategy. A resale home must compete on immediate value, lifestyle features, lot/property benefits, and payment perception. The subject has advantages the builder may not offer at the same practical value point: established neighborhood, private saltwater pool, dual HVAC, smart home (Alexa ready), corner-lot position, and 3-car garage.



Because builder financing can distort buyer behavior, the \$535,000 price is an intentional and market-driven strategy: attractive enough to pull attention away from the new-home option while still supported by recent neighborhood resale activity.

13775 Hanford Court *(subject)*



Entry – Living Room



Dining Room from Entry



Kitchen



Kitchen Stove



Family Room



Staircase



Primary Bedroom



Primary Bath



13775 Hanford Court *(subject)*



Downstairs Bed Room



Downstairs Marble Shower



Upstairs Bedroom 1



Upstairs Bedroom 2



Upstairs Bathroom



Upstairs Den

Broker Pricing Recommendation

Based on the comparable sales, current competition, and unique features of the subject property, I recommend introducing the property to the market at **\$535,000**.

This pricing positions the home above the nearest active competition while remaining below the strongest recent closed sales, creating an attractive value proposition for both owner-occupant buyers and qualified investors.

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Cinematic Video

Why This Home Commands Its Price



Same Floor Plan as the Active Competition — With More Features



Move-In Ready Condition



Private Saltwater Pool



Dual HVAC



Three-Car Garage



Convenient downstairs guest bathroom with walk-in marble shower



Smart Home



Corner Lot



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