

CLEAR PATH GUIDE TO DAYS ON MARKET



DAY 1



DAY 90+

CLEAR PATH CONSULTING

THE POWER OF DAY ONE

DAYS ON MARKET

THE POWER OF DAY ONE

Principle

The first days your home is on the market matter more than everything that follows.

There is no test phase. There is no warm-up period. Your home either gains traction immediately, or it starts falling behind.

Explanation

Most sellers believe they can start high and adjust later.

It feels safe. It gives the illusion of flexibility. But it works against how buyers actually behave.

When a home first hits the market, it enters a short window where attention is at its highest. Buyers are actively searching for new listings. Platforms prioritize fresh inventory. Demand is concentrated early.

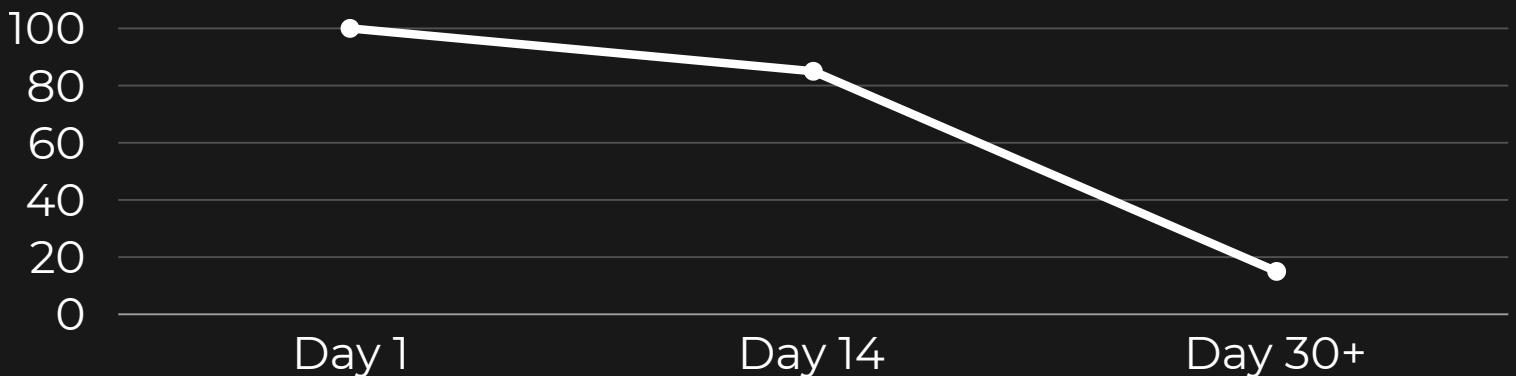
Most homes receive the majority of their:

- views
- saves
- showings

within the first 7 to 14 days.

After that, attention drops fast. Once that initial window passes, it becomes harder to generate the same level of interest again.

DAYS ON MARKET – BUYER ATTENTION RATIO



Framework — The Attention Window

Think of your listing like a launch, not a test.

There is a short period when:

- Buyers are most active
- Visibility is highest
- Perception is being formed

This is your **Attention Window**.

What happens in this window determines how your home is viewed.

A strong launch builds momentum.

A weak launch creates resistance.

Explanation (Buyer Psychology)

Buyers don't evaluate homes from scratch every time. They categorize quickly. If a home feels overpriced or misaligned early, buyers don't wait for it to improve. They move on. Even if the price is reduced later, most buyers don't come back. Not because they forgot. Because they already decided.

Overpriced homes don't "test" the market. They train the market to ignore them.

Explanation (Perception & Leverage)

Price is not just a number. It's a signal.

It tells buyers:

- Whether the home is competitive
- Whether the seller is serious
- Whether this is worth acting on now

When a home is new and competitive, buyers act faster and stronger.

When a home sits, the dynamic shifts.

Instead of:

"How do we win this?"

It becomes:

"How do we get a better deal?"

The home doesn't change.

Only perception.

And perception drives behavior.

Explanation (Platform Behavior)

Online platforms don't just display homes. They prioritize them.

Listings that generate early activity:

- Clicks
- Saves
- Showings

are shown to more buyers.

Listings that launch slowly get less visibility over time, even if changes are made later.

Momentum is rewarded.

Corrections are not.

Action

Approach your listing like a launch.

Before going live:

- Prepare your pricing strategy
- Prepare your marketing
- Prepare your presentation

Do not rely on adjustments later.

Your goal is to:

- Enter the market positioned correctly
- Capture attention immediately
- Build momentum early

The strongest outcomes come from strong starts.

BONUS — How Pricing Impacts Days on Market

Homes priced correctly from the start move significantly faster. An analysis of 75,000 home sales found that properties priced within approximately 1% of their final sale price had about a 50% chance of going under contract within the first 1–14 days. In contrast, homes priced just 3–5% above their market value often experienced extended days on market, ranging from 9 to 52 days. This shows how even small pricing differences can create major changes in timing. Overpricing doesn't just impact price. It impacts how long a home sits and how buyers perceive it.



Scan to view the
full case study

DAY 1



Buyer Perception:

- New opportunity
- High interest
- Competitive

Buyer Behavior:

- Faster decisions
- Stronger offers
- Fewer conditions

Seller Position:

- Control
- Leverage
- Choice

DAY 90+



Buyer Perception:

- Something's wrong
- Overpriced
- Passed over

Buyer Behavior:

- Slower decisions
- Lower offers
- More demands

Seller Position:

- Reactive
- Reduced leverage
- Limited options

***NOTHING ABOUT THE HOME CHANGED.
ONLY PERCEPTION DID.***



CLEAR PATH

