STRATEGIC MARKET ADVISORY

Buyer Behavior Audit, Competitive Positioning and Price Adjustment Recommendation

[redacted]

St. Petersburg, Florida

> **Professional recommendation: reposition the property from $1,050,000 to $975,000. This is a deliberate market reset intended to move the listing out of direct competition with stronger or larger alternatives, improve search exposure below $1 million, and create a clearer value reason for buyers to schedule a private showing.**

Prepared for [redacted] and [redacted]

Prepared by Kelly Hayden

July 21, 2026

1. Executive Advisory

[redacted] and [redacted],

I have completed a full review of the property's current market position using the MLS comparative market analysis, the detailed comparable listings, the property's online and in-person engagement, and the behavior of buyers since the listing entered the market.

The property has meaningful strengths: 2015 construction, block and stucco construction, Flood Zone X, a functional four-bedroom/three-bath layout, a first-floor bedroom and full bath, a detached two-car garage with alley access, no HOA, and convenient access to downtown St. Petersburg. Those features support a premium over much of the older housing stock in the surrounding market.

The difficulty is not that the property lacks value. The difficulty is that the current $1,050,000 asking price places it in a competitive lane where buyers can compare it with larger properties, newer construction, higher-finish alternatives, or homes with additional amenities. The market response has not shown that buyers currently perceive enough differentiation to act at that price.

The most important evidence is the absence of private showings. The July 17 CMA recorded the subject at only 17 cumulative days on market (CDOM), so the listing had not accumulated excessive market time. However, the competitive set shows that buyers often take 33 to 129 cumulative days to commit to successful sales, while several active listings had already reached 77 to 217 CDOM. The concern is therefore not that 17 days alone proves market rejection; it is that the property had not converted early exposure into a single private showing. That early conversion gap supports a strategic repositioning before the listing begins to age into the longer-market-time group.

> **My recommendation is to reduce the list price to $975,000 and treat the adjustment as a strategic repositioning—not as a concession about the property's quality.**

Decision Point	Advisory Finding
Current list price	$1,050,000
Recommended list price	$975,000
Adjustment	$75,000 (7.1%)
Primary reason	The listing is generating visibility but not private-showing conversion.
Market objective	Create a clear value advantage below $1 million and stimulate a new round of buyer engagement.
Review period after change	Evaluate showing activity and buyer feedback after approximately 10–14 days.

2. Property Snapshot and Value Drivers

The subject is a [redacted] bungalow-style residence with 2,144 heated square feet, four bedrooms, three full bathrooms, block/stucco construction, a detached two-car garage, alley access and additional parking. The property is in Flood Zone X and is currently offered without an HOA.

Feature	Subject Property	Buyer Relevance
Construction	Block/stucco; built 2015	Reduces perceived maintenance, insurance and storm-risk concerns compared with older frame inventory.
Flood designation	Flood Zone X	A meaningful confidence advantage for buyers in the current Pinellas County market.
Layout	4 bedrooms / 3 full baths	Broadens appeal to families, remote workers, guests and multigenerational households.
First-floor flexibility	Bedroom and full bath downstairs	Provides office, guest or aging-family-member functionality.
Parking and storage	Detached two-car garage, alley access and parking pad	Strong utility in a neighborhood where garage and off-street parking are not guaranteed.
Lifestyle position	Minutes from downtown St. Petersburg	Supports the central St. Pete buyer looking for neighborhood character and urban access.
Ownership flexibility	No HOA; no neighborhood minimum lease restriction stated in MLS	Adds flexibility for future use and investment planning, subject to municipal rules.
Finish perception	Builder-quality finishes; newer upstairs carpet	Can be viewed as practical and well maintained, but may not read as custom luxury at a $1M-plus price.
Outdoor amenity	Fenced yard; no pool	Useful outdoor space, although buyers at the upper end may compare against pool properties or more elaborate outdoor improvements.

Professional interpretation

The property should command a premium over older, less functional or higher-risk inventory. That premium is best defended through construction quality, flood positioning, effective age, garage utility and layout—not by relying primarily on price per square foot. At the same time, buyers above $1 million tend to compare finish level and amenities more critically. The property must therefore be priced so that its practical strengths feel like a compelling value, rather than priced as though it were competing as a custom-luxury product.

3. Buyer Behavior Audit

Buyer behavior is the most current evidence of how the market is evaluating the property. Online views and open-house visits show awareness. Private showings, second visits and offers show conversion.

Engagement Stage	Observed Result	What It Means	Advisory Weight
Online exposure	The listing has been visible across MLS syndication and consumer search sites.	The property is reaching the market; lack of awareness is not the central problem.	Moderate
First open house	Approximately 8 groups attended.	Initial curiosity and market exposure were present.	Moderate
Second open house	3 groups attended: one neighbor and two buyers with approximately one-year time horizons; one buyer was contingent on selling another property.	Attendance did not convert into an immediate, ready-to-act buyer.	High
Private showings	No private showings reported.	The asking price/value equation has not created sufficient urgency for qualified buyers to schedule a dedicated visit.	Very High
Offers	No offers reported.	The property has not reached the decision threshold for the current buyer pool.	High
Feedback	Feedback has been limited and inconsistent.	Buyer comments are less reliable than behavior; the lack of appointments is the stronger signal.	Moderate

The conversion problem

The listing is receiving enough exposure to test the market, but buyers are not moving from passive interest to private-showing commitment. That distinction matters. Additional marketing can increase the number of people who see the listing, but it cannot by itself correct a value comparison that buyers do not find compelling.

> **The central buyer-behavior conclusion: buyers are not rejecting the property itself; they are declining to prioritize it at the current price.**

Why open-house attendance is not the same as buyer demand

Open houses attract a broad audience, including neighbors, early-stage buyers, buyers who are not yet financially or logistically ready, and people comparing the market generally. A private showing requires a buyer or agent to make a specific allocation of time because the property appears sufficiently competitive. The absence of private showings therefore deserves more weight than raw open-house attendance.

4. Current Competitive Market Summary

The CMA contains 20 four-bedroom properties with approximately 2,040 to 3,100 heated square feet: eight active listings, four pending listings and eight closed sales.

Status	Count	Avg. Price	Median	Low	High	Avg. Price/SF
Active	8	$960,486	$1,009,500	$739,900	$1,175,000	$391.66
Pending	4	$845,700	$872,500	$738,800	$899,000	$397.91
Sold	8	$875,875	$850,000	$700,000	$1,150,000	$382.72
All	20	$903,685	$887,500	$700,000	$1,175,000	$380.41

The broad averages are useful as context but should not be treated as a mechanical valuation formula. The selected properties vary substantially in age, construction, finish level, location and amenity package. The more useful question is which properties influence the same buyers.

Active competition

Address	Beds/Baths	SF	List Price	Year	Competitive Meaning
[redacted]	4/3	2,419	$739,900	1900	Older frame/stucco; long market time; lower-tier alternative.
[redacted]	4/3.5	2,559	$750,000	2025	New construction but different location/ positioning; strong price pressure.
[redacted]	4/3	2,180	$850,000	1948	Very similar size and nearby; direct lower-priced buyer alternative.
[redacted]	4/3	2,272	$999,000	—	Closest pricing threshold competitor below $1M.
[redacted]	4/3	2,972	$1,020,000	—	Substantially larger at a lower list price.
[redacted]	4/3	2,144	$1,050,000	2015	Subject; highest $/SF among much of the set.
[redacted]	4/3	3,100	$1,099,990	2026	Pre-construction; about $50K more for nearly 1,000 additional SF.
[redacted]	4/3	2,273	$1,175,000	2019	Nearby aspirational ceiling; includes ADU/income utility and superior systems.

5. Pending and Closed-Sale Evidence

Pending listings

Pending listings show where buyers recently made a selection, although the final contract prices are not yet public. All four pending properties entered contract at list prices below $900,000.

Address	Beds/Baths	SF	Pending List Price
[redacted]	4/2.5	2,220	$738,800
[redacted]	4/3	2,040	$850,000
[redacted]	4/3	2,192	$895,000
[redacted]	4/3	2,072	$899,000

Closed sales

Address	SF	List Price	Sold Price	Sold Date	Sale/List
[redacted]	2,068	$795,000	$700,000	2/2/26	88.1%
[redacted]	2,185	$760,000	$755,000	4/9/26	99.3%
[redacted]	2,541	$799,000	$777,000	3/2/26	97.2%
[redacted]	2,239	$895,000	$820,000	4/9/26	91.6%
[redacted]	2,491	$900,000	$880,000	6/25/26	97.8%
[redacted]	2,300	$920,000	$900,000	1/27/26	97.8%
[redacted]	2,496	$1,125,000	$1,025,000	6/30/26	91.1%
[redacted]	3,092	$1,247,000	$1,150,000	7/10/26	92.2%

What the closed sales demonstrate

The two sales above $1 million were materially larger than the subject. The $1,025,000 sale had 2,496 square feet, and the $1,150,000 sale had 3,092 square feet.

Both upper-end sales closed at approximately 91%–92% of their final list prices, demonstrating negotiation and price resistance even when the properties ultimately achieved seven-figure sales.

The lower and middle portion of the sold set is concentrated between $700,000 and $900,000, reinforcing the breadth of lower-priced alternatives available to the buyer pool.

The subject's newer construction and stronger risk profile justify a premium, but the market evidence does not show that buyers will automatically pay a $1.05 million price solely for those advantages.

6. Comparable Weighting and Relevance

Not every property in a broad CMA deserves equal weight. The following table identifies the listings that most directly influence buyer perception and explains how each should be used.

Property	Weight	Why It Matters	Use in Advisory
[redacted]	Very High	Active at $999,000; similar bed/bath count and size; establishes the strongest immediate below-$1M search alternative.	Direct competition and pricing threshold.
[redacted]	High	Nearby and nearly identical in size at $850,000, although older and requiring effective-age/condition distinction.	Creates significant lower-priced comparison pressure.
[redacted]	High	Lists at $1,020,000 with approximately 828 more square feet.	Shows the amount of additional size available near the subject's current price.
[redacted]	Moderate-High	Nearby, built 2019, similar size, but superior systems and a detached one-bedroom ADU reportedly generating about $2,000 monthly.	Useful aspirational ceiling; not a direct equal.
[redacted]	High closed-sale support	Sold for $1,025,000 with 2,496 square feet after listing at $1,125,000.	Supports seven figures, but also demonstrates discounting and superior size.
[redacted]	Moderate closed-sale support	Sold for $1,150,000 with 3,092 square feet after listing at $1,247,000.	Establishes an upper ceiling for substantially larger product.
[redacted]	Moderate	Sold for $880,000 with 2,491 square feet.	Shows where buyers purchased larger alternatives below $900,000.
[redacted]	Moderate	Sold for $900,000 with 2,300 square feet.	Reinforces the competitive cluster around $900,000.

Reconciliation

The evidence supports a value premium for the subject, but not a premium so large that buyers overlook the price and size advantages of the active competition. A successful repositioning should preserve the subject's premium while making the premium feel rational and immediately visible.

7. Cumulative Days on Market (CDOM) Analysis

Cumulative Days on Market is critical because it measures the full period a property has been exposed to buyers, including relisting history captured by the MLS. It helps distinguish a newly tested listing from inventory that buyers have repeatedly passed over, and it shows how long successful properties required before reaching contract.

CDOM conclusion: the subject was still early at 17 cumulative days on market, but the absence of private showings during that early window was a meaningful conversion warning. The recommended adjustment is intended to act before the listing joins the long-market-time competition.

Active competition: CDOM context

Property	Status	List Price	CDOM	Market-Time Meaning
[redacted]	Active	$739,900	179	Long-exposed lower-priced alternative
[redacted]	Active	$750,000	217	Long-exposed newer construction
[redacted]	Active	$850,000	77	Nearby lower-priced alternative
[redacted]	Active	$999,000	8	Fresh direct competitor below $1M
[redacted]	Active	$1,020,000	217	Larger property with extended exposure
[redacted]	**Subject**	$1,050,000	**17**	Early exposure; no private-showing conversion
[redacted]	Active	$1,099,990	30	Newer upper-tier alternative
[redacted]	Active	$1,175,000	39	Nearby aspirational ceiling with ADU

The active set ranges from 8 to 217 CDOM. The subject was newer to the market than most of the lower-priced active inventory, but it was not the newest listing. The two most relevant immediate comparisons were 1110 10th Street N at $999,000 and 8 CDOM, and 1421 14th Street N at $1,175,000 and 39 CDOM. At the same time, the 77- to 217-day listings demonstrate that properties can remain available for months when buyers do not perceive sufficient value.

Pending properties: how long buyers took to act

Property	Pending List Price	CDOM	Interpretation
[redacted]	$738,800	112	Buyer acted after extended exposure
[redacted]	$850,000	65	Buyer acted after extended exposure
[redacted]	$895,000	24	Buyer acted within the first month
[redacted]	$899,000	20	Buyer acted within the first month

The pending set confirms that there is no single universal time-to-contract. Two buyers acted within 20 to 24 CDOM, while the other two properties required 65 and 112 CDOM. The difference is important: buyers will move quickly when the price, condition and feature package align, but they may wait months when the value proposition is less immediate.

Closed sales: CDOM required to reach contract

Property	Sold Price	CDOM	Buyer-Acceptance Signal
[redacted]	$700,000	33	Typical/medium exposure
[redacted]	$755,000	58	Typical/medium exposure
[redacted]	$777,000	109	Extended exposure before contract
[redacted]	$820,000	8	Very rapid acceptance
[redacted]	$880,000	57	Typical/medium exposure
[redacted]	$900,000	76	Typical/medium exposure
[redacted]	$1,025,000	129	Extended exposure before contract
[redacted]	$1,150,000	62	Typical/medium exposure

Closed-sale CDOM benchmark: average 66.5 days; median 60.0 days; range 8-129 days.

Strategic interpretation for the subject

Seventeen CDOM is not, by itself, evidence that the property has been overexposed. It is materially below the closed-sale median and below most active comparables.

The critical early warning is behavioral: despite open-house attendance and online visibility, no buyer had scheduled a private showing. That suggests the current asking price was not creating sufficient priority or urgency.

Waiting for the subject to reach the 60-, 90- or 120-day range before responding would sacrifice the strongest remaining advantage: the listing was still relatively fresh.

The $975,000 recommendation is therefore preventative as well as corrective. It seeks to improve conversion while the listing can still be presented as newly repositioned, rather than as aged inventory undergoing repeated reductions.

8. Pricing Strategy Analysis

Three primary pricing approaches were evaluated. Each is technically possible, but they do not have the same probability of changing buyer behavior.

Strategy	Position	Benefit	Risk	Professional View
Remain at $1,050,000	No price movement; continue current marketing.	Preserves current asking position.	The market has already been testing this price without private-showing conversion. Continued time may increase buyer perception that the property is overpriced or negotiable.	**Not recommended.**
Reduce to $999,000	Cross below $1 million while preserving most of the current price.	Improves consumer search placement and creates a visible threshold change.	Still competes directly with 1110 10th St N at $999,000 and remains close to larger alternatives around $1.02M. May be perceived as a cosmetic rather than decisive adjustment.	**Defensible, but not strongest.**
Reduce to $975,000	Create a meaningful below-$1M value lane.	Provides a $24,000 advantage over the nearest $999K competitor, widens distance from larger $1.02M alternatives and gives buyers a reason to reconsider the listing.	Larger nominal reduction; may invite negotiation, although stronger activity can improve seller leverage.	**Recommended.**

Why $975,000 is stronger than $999,000

$999,000 crosses a search threshold, but it does not create meaningful separation from the strongest active alternative at the same price.

$975,000 creates a clear value statement: the subject is newer, block construction, Flood Zone X and includes a detached two-car garage, yet is priced below the nearest $999,000 competition.

The $975,000 price improves the likelihood that buyers searching up to $1 million will see the property as one of the better-quality options in their range rather than one of the smaller homes above their range.

A decisive adjustment is more likely to reset the listing's market narrative than a small reduction that buyers may interpret as the beginning of a series of reductions.

> **The objective is not to identify the lowest price the sellers might accept. The objective is to select the asking price most likely to produce enough qualified activity to reveal the property's true market-clearing value.**

9. Buyer Search Position and Market Psychology

Metric	At $1,050,000	At $999,000	At $975,000
Price reduction from current	—	$51,000 / 4.9%	$75,000 / 7.1%
Price per heated SF	$489.74	$465.95	$454.76
Search threshold	Above $1M	Below $1M	Below $1M with added separation
Relationship to [redacted]	$51,000 higher	Same price	$24,000 lower
Relationship to [redacted]	$30,000 higher despite 828 fewer SF	$21,000 lower	$45,000 lower
Likely buyer perception	Premium-priced newer bungalow	Threshold adjustment	Clearer value reset

How buyers are likely framing the decision

A buyer does not evaluate the subject in isolation. At approximately $1.05 million, the buyer asks what else can be purchased for roughly the same amount. That comparison currently includes materially larger homes and newer or more highly amenitized product. At $975,000, the question changes: the buyer is more likely to compare the property against older homes, renovated frame construction, or properties with weaker flood, parking or functional characteristics. That is the competitive lane in which the subject's strengths become more persuasive.

Why days on market matter

CDOM must be interpreted in context. The subject had 17 CDOM as of the July 17 CMA, compared with active competition ranging from 8 to 217 CDOM. Closed sales in the analysis generally required 33 to 129 CDOM, with one unusually fast eight-day sale. This means the subject was not yet stale, but it was approaching a decision point: use the remaining early-market window to create a decisive value reset, rather than allow the listing to accumulate time without private-showing conversion. A timely, meaningful repositioning can interrupt the aging narrative; a series of small reductions can encourage buyers to wait.

10. Recommended Strategy and Execution Plan

Recommended action: reposition the property to $975,000 and launch the adjustment as a coordinated market reset.

Immediate actions

Step	Action	Purpose
1	Change the MLS list price to $975,000.	Create the new market position and capture below-$1M searches.
2	Refresh the first marketing photo and lead messaging if practical.	Signal that the listing has been actively repositioned rather than merely reduced.
3	Revise the public remarks to lead with Flood Zone X, 2015 block construction, first-floor bedroom/full bath and detached two-car garage.	Present the features that explain the premium over older inventory.
4	Promote the adjustment directly to agents who showed, attended an open house, saved the listing or represent buyers in the price range.	Convert prior awareness into reconsideration.
5	Hold the planned Euclid–St. Paul twilight open-house event and use a concise agent-feedback form.	Generate concentrated exposure and obtain structured comparison feedback.
6	Track private showings, second visits, agent inquiries and objections for 10–14 days.	Measure conversion rather than relying only on web views.

Performance benchmarks after repositioning

Indicator	Interpretation
Private-showing activity	At least several qualified appointments within the first 10–14 days would indicate that the new price has improved conversion.
Second-look behavior	Repeat visits, contractor visits or detailed agent questions would indicate movement toward a decision.
Offer activity	An offer—even below asking—would provide more useful market evidence than additional passive views.
Continued inactivity	If qualified private showings remain absent after the reset, the market would be signaling that either further price movement or a substantive presentation/condition change is required.

11. Final Professional Opinion

The property remains a desirable and marketable offering. Its combination of newer block construction, Flood Zone X, functional layout and garage utility is difficult to replicate in the surrounding older neighborhoods.

However, the current market is not rewarding those advantages at $1,050,000 strongly enough to generate private-showing activity. The July 17 CMA placed the subject at only 17 CDOM, well below the 60.5-day closed-sale median, so the recommendation is not based on excessive market time alone. It is based on the failure to convert early exposure while buyers can choose larger, newer or more highly amenitized alternatives near the same price.

A $999,000 adjustment would be a reasonable threshold move, but it would leave the property directly beside the strongest $999,000 active competitor and too close to larger offerings around $1.02 million. It may improve exposure without fully changing the value comparison.

At $975,000, the property becomes more clearly differentiated. Buyers can understand why it is priced above older alternatives while also seeing a meaningful advantage over the other near-million-dollar choices. That is the position most likely to produce the next round of serious buyer action.

> **My professional recommendation is to reposition the property at $975,000, execute the price change as a coordinated relaunch, and evaluate the resulting private-showing conversion over the following 10–14 days.**

Kelly Hayden
RE/MAX Action First of Florida
Property Track
727-641-1162 | kelly@propertytrackinc.com

Appendix A. Data Sources and Methodology

This advisory is a broker market analysis and strategic marketing recommendation, not a licensed appraisal. It combines the July 17, 2026 CMA Pro report, the detailed Stellar MLS comparable-listing sheets, the preliminary blind CMA/BPO framework, and the listing's reported buyer-engagement history through July 21, 2026.

Method	Application
Buyer-pool relevance	Properties were weighed based on whether a likely buyer would realistically cross-shop them—not simply because their bedroom count or square footage was similar.
Construction and effective age	Block construction, current systems, renovation quality and perceived ownership risk were considered more important than chronological age alone.
Flood and insurance positioning	Flood Zone X and perceived insurability were treated as meaningful local buyer-confidence factors.
Active listings	Used to identify the property's current competition and the alternatives buyers see today.
Pending listings	Used to identify the asking-price ranges in which buyers have recently acted; contract prices remain unknown until closing.
Closed sales	Used as the primary evidence of completed market value, with size and feature differences considered.
Buyer behavior	Private showings, repeat interest and offers were given more weight than online views or generalized open-house traffic.
Price per square foot	Used as a secondary reasonableness check, not as the primary valuation method.

Appendix B. Important limitations

Active and pending list prices are not evidence of final sale price.

Closed comparable properties differ in location, construction, effective age, condition, lot utility and amenity package; no single sale is an exact substitute for the subject.

Buyer behavior can change with interest rates, seasonality, new competing inventory and individual buyer urgency.

The recommended list price is intended to improve market response and negotiation opportunity; it is not a guarantee of a particular contract or closing price.

All MLS data should be verified before making contractual or financial decisions.

Appendix C. Strategic Marketing Relaunch Plan

Purpose. The recommended price adjustment should not stand alone. It should be introduced as a coordinated market relaunch designed to generate new buyer attention, renewed REALTOR® engagement, and measurable increases in private showings.

Twilight Open House Event

Host a Friday evening Twilight Open House from 6:00–8:00 PM in coordination with several nearby Euclid–St. Paul listings. Rather than asking buyers to visit one property, the event positions the neighborhood as the destination and encourages multiple-stop touring.

Execution Strategy

- Coordinate participating listing agents so several nearby homes are open simultaneously.
- Launch the price adjustment immediately before the event so every advertisement promotes the new market position.
- Update MLS remarks and syndication to emphasize the new price and key differentiators.
- Send a reverse-prospecting email through Stellar MLS to agents with matching buyers.
- Email past open-house visitors and interested agents announcing the relaunch.
- Promote the event across brokerage channels and social media.
- Provide light refreshments and professional property feature sheets.
- Capture every visitor with registration and structured feedback for follow-up.

Primary Marketing Message

- New Price – strategically repositioned.
- Flood Zone X.
- 2015 block construction.
- 4 bedrooms / 3 full bathrooms.
- Detached two-car garage with alley access.
- Minutes from downtown St. Petersburg.
- Exceptional value within the current competitive market.

Success Metrics

- Increase in private showing requests within 10–14 days.
- Agent feedback quality and buyer objections.
- Repeat visits and second-showing activity.
- Offer activity and negotiation leverage.