HOME GROWN PROPERTY GROUP

What 6,540 local home sales say about your asking price

We analyzed every closed sale over the last 12 months across South Charlotte, Waxhaw, Fort Mill and Indian Land. One decision separated the homes that sold in days from the ones that sat for months.

PRICED RIGHT ON DAY ONE

4 days

MEDIAN TIME TO SELL

These homes typically sold **at or above their original asking price**, no reductions needed.

OVERPRICED, THEN REDUCED 10%+

124 days

MEDIAN TIME TO SELL

These homes netted **81.9% of the original ask**, after four months of carrying costs.

100.8%

Even after paying buyer concessions at closing, sellers who priced right still netted **their full original asking price on average, and often more**. On a typical home here, the gap between the two paths was roughly **$150,000 in seller proceeds**.

How we price your home to win the first two weeks

01 · THE DATA

An appraiser-grade valuation built from closed sales in your neighborhood, not a guess or an online estimate.

02 · THE LAUNCH

Your largest wave of buyers sees the home in its first days on market. We price into that wave so buyers compete, instead of above it so they wait.

03 · NO CHASING

The data shows price cuts never recover the lost ground. We set the number that wins up front, and we show you exactly how we got there.

OUR LISTINGS, LAST 12 MONTHS

97.8%
average of original asking price, vs 97.0% for the market

60%
sold with no price reduction at all, vs 51% market-wide

15 days
median time to contract across every market we list in

Curious what priced-right looks like for your home?

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Market data: MLS closed residential sales, July 2025 through July 2026, in South Charlotte, Waxhaw, Fort Mill and Indian Land zip codes; medians and averages shown. "Priced right" means no list-price reduction and a closing price of at least 97% of the original asking price. Net figures subtract MLS-reported seller concessions. Team figures reflect Home Grown Property Group closed residential listings in our core Carolina markets over the same period. Home Grown Property Group is a team operating under Real Broker LLC. Past results do not guarantee future outcomes. Each home and market is unique.