

Selling in Raleigh

What Your Home Is Really Worth – and What It Takes to Get There

Stephen Tassy Triangle Residential Realty

A straight forward, no pressure guide for homeowners in East and Southeast Raleigh who are thinking about selling, whether that's next month or next year. Timing, pricing, prep, and what the process actually takes, from someone who's worked both the construction side and the transaction side.



01 Is Now the Right Time to Sell?

- **Fast pace:** Starter homes in Garner, Knightdale, and East Raleigh are seeing multiple offers within the first week on the market.
- **Steady appreciation:** Prices in that segment are running roughly 4–5% year over year.
- **Quick turnaround:** Knightdale's average days on market was 13 in July 2026. Homes priced correctly are moving fast.
- **The personal side:** The market is one input. Your equity, your next move, and your own timeline matter just as much as what's happening on the street.

MARKET SNAPSHOT

Area	Signal
Garner / Knightdale / East Raleigh (starter homes)	Multiple offers within the first week
Price trend	~4–5% appreciation, year over year
Knightdale	13 average days on market (July 2026)

Per Robuck Homes / RealtyTrac 2026 data. Market conditions shift — confirm current figures before pricing.

02 What Your Home Is Really Worth

Pricing isn't a formula you can plug an address into. Two homes on the same street can be worth different amounts based on condition, updates, and timing. Here's a starting snapshot of the corridor:

Community	Median Price	Notes
Belvidere Park / Woodcrest	~\$634K (Feb 2026)	Up sharply year over year; established East Raleigh near Capital Blvd
King Charles	~\$401.5K	Mix of older ranch/split-level and newer infill, near Raleigh Country Club
Summer Place / Waterford Landing / Taylors Creek / Anderson Point	~\$337000	Well-established; Waterford Landing has a private marina, clubhouse, pool
Planters Walk (Knightdale)	~\$319000	One of the Triangle's first major planned communities, 700+ homes

A real pricing conversation starts with a pull of the most recent closed comps in your specific community - not the neighborhood a mile away, and not last year's numbers. Then we walk your home together and talk honestly about where it sits against those comps: what's better, what's dated, and what a buyer will actually notice in the first ninety seconds of a showing.

The Construction Lens: What's Worth Fixing

Before real estate, I spent years framing, then doing trim carpentry and remodeling. That background changes how I look at a listing walkthrough.

- **Worth fixing:** Anything a buyer will physically touch at a showing: sticking doors, loose trim, water stains, dated or mix matched fixtures. Small, but they read as "neglected."
- **Usually not worth it right before a sale:** Full kitchen remodels or whole house flooring. Buyers rarely pay back dollar for dollar, and the market often prices in "as is with a credit" just as easily.
- **Always worth a real look:** Roof, HVAC, plumbing, electrical. These come up at inspection regardless. Better to know the number going in than get surprised after an offer.

Repair costs vary by scope and contractor. Get an actual quote before budgeting for any fix. I've got some recommendations for folks I and my clients have worked with in the past!



04 Prepping to List

You don't need to renovate a home to sell it well. You need to remove the things that make a buyer hesitate. That's a shorter, cheaper list than most sellers expect:

- **Declutter and depersonalize:** clear counters, closets, and personal photos so buyers can picture themselves in the space instead of picturing you in it.
- **Deep clean:** carpets, windows, and anything that holds odor. It's the cheapest impression upgrade available.
- **Curb appeal:** fresh mulch, a pressure wash on the siding and driveway, and a freshly painted front door go further than most people expect for the price.
- **The Section 3 list:** handle the "worth fixing" items before photos are scheduled, not after, because buyers remember the listing photos even after a fix is made.
- **Get ahead of inspection flags:** if you already know about an issue, it's almost always cheaper to address it now than to negotiate it after an offer is on the table.

05 The Selling Timeline, Step by Step

Step	What Happens
1. Walkthrough & pricing strategy	I come through the home; we talk condition, comps, and your timeline
2. Prep & photos	Address the short list, schedule professional photos
3. Go live	Home hits the market, showings begin
4. Offers & negotiation	Review offers together, negotiate terms
5. Under contract	Inspection, appraisal, any repair negotiation
6. Closing	Final walkthrough, closing day, keys handed over

Pricing & Negotiation

Pricing strategy comes down to two things: marketing and the market. The goal is a number that's realistic, not just optimistic. An overpriced home sits, and sitting costs you leverage. It's also crucial to understand what kind of market we're in so we can create a strategy to create a bidding war or price competitively.

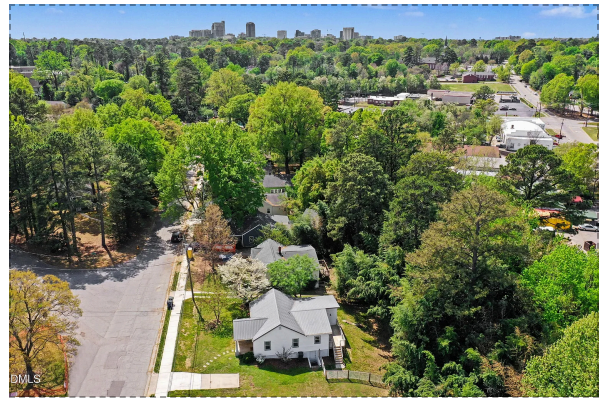
On negotiation: I negotiated a 10% price drop on a home recently for a buyer client. I've sat on both sides of a deal, so I know what a buyer's agent is actually trying to get, and how to hold a number when it matters.

"I'll give you the real answer, even when it's not the easy one."

How I Market a Listing

A listing isn't just a sign in the yard and an MLS entry. I handle the full marketing and process, start to finish: professional photos, a clear online presence, and staying on top of every showing and offer so nothing slips.

- Listed and sold a home in Belvidere Park for two architects who trusted me with the full marketing and process, and was my favorite deal recently.
- Five-star reviews on Zillow and Google.
- Clients describe the experience as honest, communicative, connected, and well-negotiated.



Mistakes Sellers Make in This Market

Most seller regrets come from a handful of avoidable decisions, not bad luck:

- **Pricing based on what you need instead of what the market supports:** A number chosen to hit a target payoff, rather than what comps and condition justify, tends to sit. And a stale listing loses leverage every week it's active.
- **Skipping prep and hoping buyers "see past it":** Most buyers don't. They see the unfinished item and discount their offer more than the fix would have cost, and may still ask for repairs after being under contract!
- **Not budgeting for closing costs and the real timeline:** Sellers who plan around the wrong numbers end up scrambling near closing instead of planning their next move.
- **Treating the first offer's number as the whole negotiation:** The terms matter! Closing date, contingencies, who pays what mean as much if not more than the headline price.



About Stephen Tassy

919.438.2865

Stephen Tassy, Triangle Residential Realty. Realtor since January 2023, serving the Triangle with a focus on Central, East and Southeast Raleigh.

Before real estate: an NC State grad who went straight into construction. The move into transactional real estate was about empowering people to own their homes and make educated decisions along the way.

'His expertise and patience to answer all your questions will make you feel equipped for your next real estate transaction.' -Client Review

Next Step

"Let's make sure this is an efficient and strategic decision, not just a fast one."

Grab 30 minutes on my calendar — calendly.com/crownedrei/30min — and let's talk through your options.