SAMPLE, PROPERTY OF CASEY SAMSON TEAM

FULL ROADMAP

CST MARKET INTELLIGENCE™

Pricing Strategy for 502 MacArthur Ave NE

The Casey Samson Team · Vienna, Virginia · Monday, November 9, 2026

Goal: use Customary Value, Market Conditions and Buyer Thresholds to establish Pricing Strategy.



Authenticated Values Based on Appraisal-Quality Comparables

CUSTOMARY VALUE	PREMIUM VALUE
$2,244,313	$2,423,858

Current Market Conditions

69%	23%	94	29%
SUCCESS RATE	TOTAL HOMES UNDER CONTRACT	AVERAGE DAYS ON MARKET (ACTIVE & PENDING)	UNDER CONTRACT (LAST 30 DAYS)
Of listings sold	Of listings under contract	Average days on market	Of homes listed in the last 30 days went under contract
60% 80%	40% 60%	30 15	25% 40%

Pricing Strategy: Conservative, based on current buyer's market, however **29%** of homes listed in the last 30 days went under contract, so well-priced homes in good condition are selling.

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Preview

Public within two days of signing — Zillow, Homes.com, Samson. Buyers control this market, so the home previews at the same threshold under Customary Value it goes live at.

Preview Price $2,149,999

Coming Soon

If no contracts, Coming Soon pricing. Live on the MLS with full photography and marketing. The first threshold under Customary Value.

Coming Soon Price $2,149,999

The Launch

If no contracts, Launch pricing. First-week showings set the Active Launch Price.

5 or more showings	Hold position	$2,149,999
Fewer than 5	Move to the next buyer pool	$2,099,999
Fewer than 3, market against	A further adjustment	$2,049,999

Reality Check

If this home appreciated at the rate of inflation (30.17%) since the pandemic, the value would be:

Value based on inflation $1,815,000

Regardless of the list price, the Buyer Portal promotes the Customary and Premium Values and the home's amenities.

What Buyers See!

$296.9M	97%	6	102.4%	78%	74%
CST 1 YEAR PRODUCTION	SUCCESS RATE	AVG DAYS ON MARKET	OF ORIGINAL LIST PRICE	% SOLD IN FIRST 10 DAYS (28 OF 36)	SOLD ABOVE LIST PRICE (25 OF 34)
REST OF VIENNA LUXURY MARKET OVER THE LAST 90 DAYS	**69%**	**48**	**98.5%**	**39%**	**32%**
	SUCCESS RATE — LISTINGS THAT SOLD	AVG DAYS ON MARKET — SOLD & WITHDRAWN	OF LIST PRICE (SP / LP) (LAST 90 DAYS)	FIRST 10 DAYS	ABOVE LIST

ADDRESS	CITY	DOM	ORIGINAL LIST	SALE PRICE	OVER ASKING
1221 Riley Preserve Ct	Great Falls	45	$3,500,000	**$3,300,000**	$-200,000
1374 Tate Modern Ln	Great Falls	1	$3,025,000	**$3,025,000**	+$0
900 Park St SE	Vienna	15	$3,000,000	**$3,000,000**	+$0
445 Orchard St NW	Vienna	5	$2,250,000	**$2,360,000**	+$110,000
502 Spring St SE	Vienna	0	$2,150,000	**$2,250,000**	+$100,000
509 John Marshall Dr NE	Vienna	7	$2,250,000	**$2,250,000**	+$0
9932 Clearfield Ave	Vienna	7	$2,149,900	**$2,210,000**	+$60,100
15271 Riding Club Dr	Haymarket	7	$2,150,000	**$2,150,000**	+$0
1007 Ware St SW	Vienna	7	$2,250,000	**$2,150,000**	$-100,000
1114 Ware St SW	Vienna	7	$1,999,999	**$2,126,100**	+$126,101
1681 Drewlaine Dr	Vienna	7	$1,999,000	**$2,050,000**	+$51,000
9222 Brian Dr	Vienna	9	$1,999,000	**$2,050,000**	+$51,000
4362 High Ridge Rd	Haymarket	6	$1,999,990	**$2,035,000**	+$35,010
42537 Iron Bit Pl	Chantilly	12	$1,999,980	**$1,999,980**	+$0
14511 Presgrave Pl	Haymarket	9	$1,999,900	**$1,999,900**	+$0
1601 Palm Springs Dr	Vienna	7	$1,999,000	**$1,999,000**	+$0
1105 Lakewood Dr SW	Vienna	22	$1,999,999	**$1,950,000**	$-49,999
10203 Cedar Pond Dr	Vienna	4	$1,800,000	**$1,905,000**	+$105,000
120 Tapawingo Rd SW	Vienna	6	$1,750,000	**$1,861,111**	+$111,111
15300 Riding Club Dr	Haymarket	3	$1,899,900	**$1,855,000**	$-44,900
1608 Lupine Den Ct	Vienna	5	$1,699,000	**$1,830,000**	+$131,000
3300 Lauren Oaks Ct	Oak Hill	6	$1,750,000	**$1,830,000**	+$80,000
8404 Stonewall Dr	Vienna	7	$1,799,000	**$1,830,000**	+$31,000
9709 Brookstone Ln	Vienna	3	$1,799,000	**$1,825,000**	+$26,000
2156 Bonaventure Dr	Vienna	5	$1,599,900	**$1,800,000**	+$200,100
25014 Dahlia Manor Pl	Aldie	5	$1,749,980	**$1,770,000**	+$20,020
9010 Lupine Den Dr	Vienna	6	$1,699,000	**$1,756,000**	+$57,000
2953 Bonds Ridge Ct	Oakton	4	$1,750,000	**$1,750,000**	+$0
219 Idyllic Pl SE	Leesburg	16	$1,799,980	**$1,750,000**	$-49,980
2715 Silkwood Ct	Oakton	5	$1,699,000	**$1,741,500**	+$42,500
1424 Wynhurst Ln	Vienna	7	$1,699,000	**$1,730,000**	+$31,000
41131 Hickory Hedge Pl	Aldie	4	$1,699,980	**$1,725,000**	+$25,020
40637 Annabelle Glen Pl	Aldie	6	$1,699,980	**$1,725,000**	+$25,020
11689 Heinz Ct	Oakton	3	$1,699,000	**$1,700,000**	+$1,000
1507 Night Shade Ct	Vienna	6	$1,450,000	**$1,675,000**	+$225,000
5954 Cody Spring Pl	Haymarket	1	$1,650,000	**$1,650,000**	+$0
3501 Birdsboro Dr	Fairfax	5	$1,650,000	**$1,635,000**	$-15,000
10215 Martinhoe Dr	Vienna	2	$1,499,000	**$1,625,000**	+$126,000
24886 Dahlia Manor Pl	Aldie	0	$1,499,980	**$1,600,000**	+$100,020
10102 Vale Rd	Vienna	15	$1,599,000	**$1,600,000**	+$1,000
123 Hickory Cir SW	Vienna	4	$1,499,000	**$1,560,000**	+$61,000
11732 Saddle Crescent Cir	Oakton	5	$1,500,000	**$1,530,000**	+$30,000
930 Park St SE	Vienna	6	$1,450,000	**$1,505,000**	+$55,000
10855 Weisiger Ln	Oakton	7	$1,450,000	**$1,450,000**	+$0
1504 Night Shade Ct	Vienna	15	$1,450,000	**$1,450,000**	+$0
41249 Bloomfield Hills Ct	Aldie	13	$1,499,980	**$1,445,000**	$-54,980
1702 Landon Hill Rd	Vienna	5	$1,450,000	**$1,430,000**	$-20,000

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