



THE CASEY SAMSON TEAM

Gold Standard Seller Roadmap™ — It's Not a Price, It's a Strategy

Engineered for a First-Week Sale — Highest Price, Best Terms, Lowest Risk

Sample

Vienna, Virginia

As of Thursday, August 27, 2026

Appraisal-Quality Comparable Analysis

Comparable analysis supports the authenticated Customary Value near \$2.16M.

PROPERTY	BUILT	FINISHED SF	LOT	ASSESSMENT	SALES PRICE
Sample	2008	3,066	14,500 SF	\$1,797,000	—
701 Meadow Ln SW	2021	4,565	15,418 SF	\$552,000	\$2,433,625
204 Battle St SW	2018	3,687	10,792 SF	\$1,900,270	\$2,349,000
913 Hillcrest Dr SW	2024	4,568	15,575 SF	\$2,344,650	\$2,325,000
121 Tapawingo Rd SW	2016	3,740	10,150 SF	\$1,822,380	\$2,275,000
Average	2016	4,365	23,216 SF	\$1,776,866	\$2,256,104

Authenticated Values™

Built 2008 · 3,066 SF · Assessment \$1,797,000

DATED VALUE



\$1,944,924

- Kitchen and bathrooms are largely original.
- Paint, lighting, hardware, flooring, and finishes are dated.
- Overall presentation is below standard.

CUSTOMARY VALUE



\$2,161,027

- Kitchen and bathrooms updated within ~15 years.
- Paint, lighting, hardware, flooring, finishes reflect current standard.
- Overall presentation is competitive with comparable homes.

PREMIUM VALUE



\$2,333,909

- Kitchen and bathrooms updated within ~10 years.
- Upgrades, finishes, and craftsmanship exceed the standard.
- Overall presentation distinguishes the property from the competition.

MONEY AT RISK

\$388,985

Moving the Needle™

Strategic improvements return 7 times the investment.

Buyers do not pay top dollar for dated or DIY homes.

PRESENTATION IMPROVEMENTS

- **Fresh designer paint and detailed touch-ups**
- **Updated lighting, hardware, and fixtures**
- **Flooring and finish refinishing**

BUYER CONFIDENCE IMPROVEMENTS

- Pre-listing home inspection
- Complete seller disclosures
- Professional staging
- Premium photography and cinematic video

- Landscaping and curb-appeal enhancements
- Targeted kitchen and bathroom improvements

- Highlight condition, location, and lifestyle

Current Competition

Vienna Luxury Market

Vienna's inventory continues to build while sales pull back, with the 25% under-contract rate keeping this market solidly in Buyer's territory.

MARKET	INVENTORY	CONTRACTS	% UNDER CONTRACT	UC LAST 14 DAYS	CONTROL
Vienna	24%	-9%	25%	23%	Buyer's

23%
14 DAY ABSORPTION

Slow Go Zone

Last 14 days, buyers are back. Sellers with well-priced homes in proper condition are good to go.

Eleven homes make up the current competition — 7 active, 3 active under contract and 1 pending.

7 Active | 3 Active Under Contract | 1 Pending

STATUS	PROPERTY	DOM	BUILT	FINISHED SF	LOT	LIST PRICE
Active	609 Kingsley Rd SW	176	2017	4,980	12,948 SF	\$2,300,000
Active	513 John Marshall Dr NE	51	2007	4,312	15,776 SF	\$2,250,000
Active	9311 Talisman Dr	77	2014	4,162	10,890 SF	\$2,175,000

STATUS	PROPERTY	DOM	BUILT	FINISHED SF	LOT	LIST PRICE
Active	605 Meadow Ln SW	38	2019	3,609	14,519 SF	\$2,099,900
Active	10900 Hunter Station Rd	319	1985	5,935	80,376 SF	\$2,099,900
Active	1489 Broadstone Pl	100	2001	4,049	15,200 SF	\$2,074,000
Active	2755 Oakton Plantation Ln	1	1998	3,585	16,210 SF	\$2,000,000
Active Under Contract	10301 Forest Maple Rd	8	1997	5,716	76,370 SF	\$2,200,000
Active Under Contract	1950 Limb Tree Ln	12	1982	3,801	48,234 SF	\$2,000,000
Active Under Contract	8263 Trailwood Ct	19	2003	4,586	6,874 SF	\$1,995,000
Pending	9932 Clearfield Ave	7	2021	3,543	21,782 SF	\$2,149,900

CST Pricing Strategy

Position the home at the highest major buyer threshold supported by the authenticated value.

AUTHENTICATED VALUE	CLOSEST BUYER THRESHOLD
\$2,161,027	\$2,150,000

The Customary Value of **\$2,161,027** is the basis for positioning, so the strategy begins at the first buyer threshold below it – the **\$2.15M mark**.

RECOMMENDED COMING SOON PRICE

\$2,149,999

Expected Sales Price: \$2.16M–\$2.33M

Predictive Analysis

If scheduled showings by Wednesday are fewer than six,

RECOMMENDED ACTIVE LIST PRICE

\$1,999,999

Expected Sales Price: \$2.16M–\$2.33M

Because the Coming Soon price sits at the **\$2.15M level**, Predictive Analysis™ moves directly to the **\$2.00M threshold** rather than making the standard reduction, which draws from a materially larger buyer pool.

Virginia's #1 Luxury Real Estate Team

Home To

4 of the Top 7 Listing Agents at Samson Properties — out of 6,500 agents

3 of the Top 5 Luxury Selling Agents at Samson Properties

2025 Track Record

\$233 Million in Sales During 2025

\$150 Million in Homes Sold Over \$1.5 Million During 2025

\$70 Million Sold and Under Contract Over \$2 Million in 2026

97% Success Rate | **Average DOM: 6** | **Average \$93,000 Over List**

Produced by The Casey Samson Team

Casey Samson | 703-508-2535 | casey@caseysamson.com

© 2026 The Casey Samson Team LLC. All Rights Reserved.