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THE CASEY SAMSON TEAM
Gold Standard Seller Roadmap™

117A Park St NE

Vienna, Virginia

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

As of Thursday, September 24, 2026

RECOMMENDED COMING SOON

\$1,899,999

EXPECTED SALE PRICE

\$1.92M–\$2.02M

NOTE: THIS IS PRELIMINARY PRICING ONLY. FINAL PRICING CAN ONLY BE DETERMINED AFTER A VISUAL INSPECTION OF CONDITIONS, UPGRADES AND LOT PREMIUM OR DISCOUNT.

AUTHENTICATED RANGE

\$1,920,000 – \$2,025,000

Customary to Premium Value™

VALUE AT RISK

\$105,000

Customary to Premium

VIENNA LUXURY

Buyer's Market

Last 14 days, buyer activity is quiet. This week is not a good time for sellers to bring homes on the market.

2025

YEAR BUILT

2,850

ABOVE GRADE SF

\$1,781,900

ASSESSMENT

\$1,849,999

FALL BACK PRICE

Authenticated Values™

Built 2025 · 2,850 SF · Assessment \$1,781,900

CUSTOMARY VALUE



\$1,920,000

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

PREMIUM VALUE



\$2,025,000

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

VALUE AT RISK

\$105,000

Loss of value can occur with over pricing or poor preparation.

Moving the Needle™

Strategic improvements return 7 times the investment.

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

MOVING THE NEEDLE UP

PRESENTATION IMPROVEMENTS

- Fresh designer paint and detailed touch-ups
- Updated lighting, hardware, and fixtures
- Flooring and finish refinishing
- Landscaping and curb-appeal enhancements
- Targeted kitchen and bathroom improvements

BUYER CONFIDENCE IMPROVEMENTS

- Pre-listing home inspection
- Complete seller disclosures
- Authenticated Values™ of the property and upgrades
- Premium photography and cinematic video
- Highlight condition, location, and lifestyle

MOVING THE NEEDLE DOWN

WHAT BUYERS DISCOUNT FOR

Conditions buyers do not prefer, and what the market typically takes off for each.

- Pipestem**
-\$35K to -\$50K
- Double-yellow-line traffic**
-\$50K to -\$250K
- No back yard**
- Non-functioning floor plan**
- Unfinished basement**
-\$25K to -\$75K depending on size

Current Competition

Vienna Luxury Market

Current conditions in the segment this home competes in.

MARKET	INVENTORY	CONTRACTS	% UNDER CONTRACT	UC LAST 14 DAYS	CONTROL
Vienna	17%	56%	19%	15%	Buyer's

15%
14 DAY ABSORPTION

No Go Zone

Last 14 days, buyer activity is quiet. This week is not a good time for sellers to bring homes on the market.

There is no active competition in this segment — no Active, Active Under Contract or Pending listings.

CST Pricing Strategy

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

AUTHENTICATED VALUE	CLOSEST BUYER THRESHOLD
\$1,920,000	\$1,900,000

The Customary Value of **\$1,920,000** is the basis for positioning, so the strategy begins at the first buyer threshold below it — the **\$1.90M mark**.

RECOMMENDED COMING SOON PRICE

\$1,899,999

Expected Sales Price: \$1.92M–\$2.02M

Predictive Analysis

If scheduled showings by Wednesday are fewer than six,

RECOMMENDED ACTIVE LIST PRICE

\$1,849,999

Expected Sales Price: \$1.92M–\$2.02M

The standard \$50,000 step applies — no special-case threshold pair exists at this level.
The reduction adjusts position, not value: the authenticated Customary-to-Premium range is unchanged.

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**

Results Count™

Produced by The Casey Samson Team

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