SELL HIGHER, SELL FASTER - TEAM PLAYBOOK

What 10,676 Greater Vancouver sales (May 24 - Nov 24, 2026) actually prove | Paragon MLS data

Scope: REBGV residential (detached + attached), sold May 24-Nov 24, 2026. Median DOM 25 days. Median sale-to-list 97-98%.

FOR SELLERS - PRICING IS THE SPEED LEVER

1. Price it right on day one

Homes that sold at or above asking: median 8 days on market. Below asking: median 28 days. Detached is extreme: 7 vs 30 days. A sharp list price is not leaving money on the table - it is what creates competition.

2. Day 30 is the cliff - reprice by week 3-4

Average sale-to-list ratio by time on market: 0-30 days 97.2% | 31-60 days 94.9% | 61-90 days 94.4% | 91+ days 92.9%. Every month of waiting costs roughly 1-2 points. Agree the reduction trigger with the seller at listing time, not after the showing feedback dies.

3. Know your segment's clock

Fastest: townhouses (median 22 days), $1M-$2M band (23 days), Vancouver & Coquitlam (22 days). Slowest: $2M+ homes and Richmond (median 30 days, average 47). Price $2M+ and Richmond listings to finish, not to test.

4. Market context right now

Last 90 days: sales volume down (4,474 vs 6,202 in the prior period), average DOM up 41 to 44 days. In a slowing market, the first price is the best price - chasing the market down loses twice.

FOR BUYERS - WHERE THE REAL DEALS ARE

5. Deep discounts have a fingerprint

Only 4.8% of sales closed 10%+ below asking (424 of 8,835 with a recorded ratio). Their profile: median 56 days on market (vs 25 overall), mostly higher-end detached homes, median sold price $1.36M. Stale + expensive + detached is where leverage lives.

6. Hunt where the discounts cluster

Deep-discount counts: Vancouver West 103, Richmond 57, West Vancouver 46, Vancouver East 30, Burnaby 44. Scan priority: detached listings at DOM 60+ in these areas.

7. Attached homes: win on speed, not on lowballs

Apartments and townhouses rarely discount deeply - only 2.9% closed 10%+ below asking (detached: 9.5%). For attached, a fast, clean offer beats a deep lowball almost every time.

Source: Paragon MLS statistics, REBGV, pulled Nov 24, 2026. Notes: Paragon has no price-reduction flag; original-list-price ratio used as the closest measure. Some ratios are derived from displayed averages/medians and are labelled as such in the full report. Full study: Paragon 6-Month Study (team files). Angie Zhang Team - Nu Stream Realty Inc.