

123 Cardinal Street

Louisville, KY 40207 · The Cardinal–Sherwood Pocket, Saint Matthews

Prepared August 25, 2026

Status: Pre-List Consultation

SAMPLE This Pricing Intelligence Brief is a sample only, created to demonstrate the analytical approach I take to pricing homes for sale. If you're thinking of selling your home, buying a home, or would simply like a more precise, accurate, data-based value estimate, reach out anytime for a discussion or appointment.

1,780 MAIN LEVEL SQFT	1,780 FINISHED SQFT	1954 YEAR BUILT	\$412,900 PVA ASSESSMENT	— FIRST TIME LISTED	Motivated SELLER STATUS
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WHY 40207 CAN'T BE PRICED BY ZIP CODE

This is the single biggest reason an online estimate will lie to you about this house. 40207 isn't one market — it's four or five completely different ones stitched together under the same five digits. A one-bedroom cottage near Bowman Field and a golf-frontage estate off Rolling Fields sit in the same zip code and are separated by nearly a million dollars. Any tool that averages that range is guessing, not analyzing.

Bowman Field Cottages

St. Matthews Village Walkables

Cardinal–Sherwood Pocket (subject)

Rolling Fields / Golf-Adjacent

— 1BR/2BR bungalows near the airfield · roughly \$120K–\$220K

— condos & townhomes near the mall/restaurant row · roughly \$220K–\$380K

— 1950s brick ranches & capes, quiet interior streets · roughly \$400K–\$575K

— larger homes on course frontage · roughly \$700K–\$1.1M+

COMPARABLE PROPERTIES

ADDRESS	STATUS	BED/BATH	SQFT	PRICE	DOM	NOTES
123 Cardinal St (subject)	SUBJECT	3/2	1,780	—	—	Updated kitchen, quiet interior block
210 Breckenridge Ln	SOLD	3/2	1,790	\$511,500	11	KEY COMP — same era, multiple offers
118 Cardinal St	SOLD	3/2	1,820	\$498,000	9	Same block, comparable finish level
302 Sherwood Ave	SOLD	3/1.5	1,650	\$452,000	34	Dated kitchen, no reno since 2005
415 Trevilian Way	ACTIVE	3/2	1,900	\$519,000	41	Backs to Shelbyville Rd commercial — sitting

VALUE ADJUSTMENT FACTORS

FACTOR	IMPACT	NOTES
Kitchen renovation (2019)	POSITIVE	Quartz + full cabinet replacement outperforms 302 Sherwood, matches 210 Breckenridge
Quiet interior block	POSITIVE	No commercial-corridor noise, unlike 415 Trevilian — a real reason that listing is stalling at 41 DOM
Refinished hardwoods + new roof (2020/2021)	POSITIVE	Removes two of the biggest buyer objections before they're asked
Detached 1-car garage	SLIGHT NEGATIVE	210 Breckenridge (best comp) has a 2-car — minor buyer trade-off, not a dealbreaker in this pocket
Partial unfinished basement	NEUTRAL	Consistent with every comp in this pocket — not a differentiator here
Seller carrying dual housing costs	NEUTRAL	Already closed on Prospect condo — argues for pricing discipline over testing the ceiling

PRICING RECOMMENDATION

STRETCH \$529,900 Top of the pocket. Banks on the kitchen and the quiet block doing all the talking. Realistic if we're patient — expect a longer runway than the sweet-spot option.	RECOMMENDED SWEET SPOT \$509,900 Brackets right between our two strongest comps. Prices for the momentum 210 Breckenridge just proved exists — without leaving money on the table.	FAST EXIT \$489,900 Clean and quick. Matches the block's recent sold pace almost exactly. Best option if ending the dual-mortgage math matters more than maximizing.
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WHAT THE AVM MISSES

Zillow's Zestimate on this address is almost certainly sitting in the \$440s-\$460s — and it's wrong, not because the algorithm is broken, but because it's blending a zip code that runs from \$120K cottages to \$1M+ golf estates into one number. It has no idea Cardinal Street sits inside the quiet, non-through-traffic pocket. It doesn't know about the 2019 kitchen. And it definitely doesn't know that 415 Trevilian is sitting at 41 DOM specifically because it backs to Shelbyville Road — a human has to know that to price around it.

WHAT THE DATA SHOWS

- 1210 Breckenridge is the tell. Same era, similar size, sold in 11 days at \$511,500. That's not a fluke — that's the pocket telling us what it's willing to pay right now for a well-kept ranch that isn't on a busy street.
- 2415 Trevilian is the cautionary tale. Priced right in our range, sitting at 41 days with no offers. The difference isn't the house — it's the commercial corridor behind it. Cardinal Street doesn't have that problem, and buyers will pay for the quiet.
- 3The kitchen already did its job. A 2019 quartz-and-cabinet reno isn't a "nice to have" line in the listing — it's the difference between this house and 302 Sherwood's \$452,000 close. Buyers don't want a project. This one isn't one.
- 4The online number will spook you — ignore it. Any AVM you pull is going to land low because it can't separate this pocket from the cheaper corners of 40207. Trust the comps that actually match this house, not the zip-code average.
- 5Two mortgages is a real cost, and it's on the clock. Every week this sits is a week of double housing payments. \$509,900 gets this priced to move fast without looking desperate — the data supports it, it's not a discount.

MARKETING STRATEGY

- List Thursday to capture the full weekend showing window — this pocket moves fast when priced right (see: 11 DOM comp)
- Professional photography built around curb appeal — mature oak canopy and quiet street framing sell the "no through traffic" story before a buyer ever walks in
- Target audience: empty-nester downsizers wanting single-level living, plus young families moving up from the Village Walkables condos who want more space in the same walk-to-St.-Matthews radius
- Lead listing copy with the kitchen and the block — both are provable, both are the actual reasons this beats 415 Trevilian on paper

This brief reflects Doug's micro-neighborhood pricing methodology as of the prepared date. Figures should be reconfirmed against live MLS data before finalizing a list price.