

DETERMINING VALUE

Factors that Affect Your Home in Today's Market!

Location:

Location is the single most important factor in determining the value of your home.

Competition:

Prospective buyers compare your property against competing properties. Buyers will perceive value based upon the properties that have sold or are available in the area.

Timing:

Property values are affected by the current real estate market. As the real estate market cannot be manipulated, a flexible marketing plan should be developed which analyzes the current marketing conditions and individual features of the property.

Condition:

The condition of the property affects the price and speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are important.

Optimizing the physical appearance of your home will maximize the buyer's perception of value.

Price:

Pricing your home properly from the very beginning is an important factor in determining the length of time it will take to sell your home.