

DETERMINING THE VALUE OF YOUR HOME



YOUR PROPERTY WILL NEED TO BE UNIQUELY POSITIONED TO CREATE MAXIMUM INTEREST

Although the listing price you place on your property will influence its sale, there are many other factors that come into play. Some of these factors are within your control, others are not.

Factors not within your control:

- Your property's location
- Recent property market values
- Current economic indicator

Factors within your control:

- Your property's distinctive and compelling attributes
- The physical condition of your property (home and grounds)
- The closing date you prefer
- The ready access to your property for showing
- The selection of the real estate sales professional you choose to represent you

Factors to consider:

- A house that is priced right from the beginning achieves the highest proceeds.
- Take advantage of the initial excitement your home will draw its first few weeks on the market by realistic pricing. The desired end result is to find a price that will attract a buyer in a reasonable time.
- Based on supply and demand, the market determines the price.
- Market research assists in determining Opinion of Value. Our Comparative Market Analysis considers both recent transfers as well as active listings.
- Ultimately the selling price will be determined by not only comparable properties but by competing buyers. Buyers will establish a "worth" that your property has to them.
- The buying public determines the market value of your home. There is no exact price for real estate. However, pricing does affect salability.