

Factors That Affect the Value of 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 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 beginning is an important factor in determining the length of time it will take to sell your home.
- Reviewing this home marketing plan will assist you in determining the best possible asking price.

