

How Buyers See Your Property



In understanding the market value of your property, we must deal with some factors that we have no control over.

These include...

Physical Qualities of Your Home

- Location
- Age
- Size of house and lot
- Floor plan and architectural style

Market Conditions

- Interest rates and availability of financing
- Buyer demand
- Prices of recently sold properties
- State of the economy
- Seasonal demand

The Competition

- The number of similar properties for sale
- Their prices, financing terms, location and physical condition
- Sellers must compete within the context of the current market



Factors That Have No Effect on the Value of Your Home

- What you originally paid for your home
- Needed proceeds
- What a neighbor thinks your home is worth
- Tax appraisal

Positioning Your Property in the Market

Factors You Can Control that Directly Effect Positioning Your Home to Sell

- Condition of your home
- Price of your home
- Making your home accessible to Buyers
- Your choice of an agent and brokerage to properly expose your home to potential buyers

Home buyers, like any consumer, are comparison shoppers. They compare various properties that may meet their needs and desires, without considering these factors:

Properly positioned homes will attract attention among Buyers and Agents and generate showings and offers.