



## Factors that Determine the Value of Your Home

There are many factors that determine the value of your home in the current market. The home itself is only a part of the puzzle. We'll take you through each factor to help clarify the process we use to establish your home's value.

### ➤ Location

- Where your home is located may be the single most important factor when determining the value of your home.

### ➤ Condition

- The condition of your home affects the price and how quickly it will sell. The appearance both inside and out can bolster the buyer's perception. Since emotion plays a large part in buying a home the buyer's first look is important.

### ➤ Price

- Establishing the correct price for a home will help insure a quick sale for your home. The comparative market analysis will enable you to decide the optimum price for your home.

### ➤ Competition

- Buyers will evaluate your home against others they deem comparable. Properties currently for sale and properties that have recently sold will have the greatest impact on the market value of your home.

### ➤ The Market

- The real estate market is always changing and these changes affect property values. Knowing that it is difficult to forecast the market, a flexible marketing plan will help prepare you and your home for sale.