

What Your Home is/is not Worth

The Market Value of Your Home is NOT:

- ~How much money you have into it.
- ~How much money you need to get out of it.
- ~What you want it to be.
- ~What it appraised for.
- ~What you heard your neighbors house sold for.
- ~What the tax office says it is worth.
- ~How much it is insured for.
- ~Based upon memories and treasures.
- ~Based on the prices of property where you are moving.

The True Market Value of Your Home is What a Buyer is Willing to Pay:

- ~Based on today's market.
- ~Based on today's competition.
- ~Based on today's financing (mortgage rates).
- ~Based on today's economic condition.
- ~Based on location.
- ~Based on the buyer's perception of the condition.
- ~Based on normal marketing time.
- ~Based on showing accessibility.

Properties That Sell in Today's Market:

*On a scale of 1-10, the "10's" are the ones that are selling.
How can your property be a "10"?*

- ~By improving the condition dramatically.
- ~By offering good terms.
- ~By improving the way the home shows.
- ~By adjusting the price.

As a Seller You Control...

The price you ask, the condition of the property, and access to the property.

As a Seller You Can't Control...

Market conditions, the motivation of your competition, or value.