

# Get Ready to List

## What will it sell for?

The market tells us how much your home is worth. **I will advise you on pricing** after my thorough analysis of your property compared to the market, and with my recommendation, **you will make the final decision.**

## Five Factors Affecting the Value of Your Property

### 1. *Price – Based on Recent Sales*

Comparable homes in the area that have recently sold are how buyers and their agents will determine the fair market value for your home.

### 2. *Location*

Location is one of the most important factors in determining the value of your property.

### 3. *Condition*

The **condition of the property** affects the price and the speed of the sale.

- Prospective buyers often make purchases based on emotion, so first impressions are important.
- I'll advise you in optimizing the physical appearance of your home to maximize the buyer's perception of value.

### 4. *Competition*

Prospective buyers are going to compare your property—both the condition and the price—to other active listings in and around your neighborhood. In order to get buyers' attention away from your competition and focused on your home, we will be competitive by properly pricing and staging your home.

### 5. *Timing*

Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

Of these five factors, you can only change two: the **price** and the **condition**.