



WHAT YOUR HOME IS AND IS NOT WORTH

The Market Value of Your Home is NOT

- What you have in it
- What you need out of it
- What you want
- What it appraised for
- What you heard your neighbor's house sold for
- What the tax office says it's worth
- How much it is insured for
- Based on memories and treasures
- Based on prices of homes where you are moving

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

- Based on today's market
- Based on today's competition
- Based on today's financing
- Based on today's economic condition
- Based on the buyer's perception of the condition
- Based on location
- Based on normal marketing time
- Based on showing accessibility

On a Scale of 1-10, the "10" are the Homes that Sell. How Can Your Property Become 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
- Access to the property

As a Seller, You Do NOT Control

- Market conditions
- The motivation of your competition
- Value

5 REASONS A PROPERTY

SELLS

1. Location
2. Price
3. Terms
4. Condition of the Property
5. The AGENT You Select

YOU CONTROL 4 OF THESE!

"Another Agent Said Its Worth More"

"The Buyers Can Always Make An Offer"

"My Neighbor Was Able To Get This Price"

"We Paid More Than That For Our Home"

**True Or Not, These Statements Have
NOTHING To Do With The Value Of Your
Home. Consider The Following:**

Original Purchase Price

Chances are you paid market value. Markets change and we have to deal with current market conditions.

Over Improvement

Improvements should have been made for YOUR enjoyment, not resale. You cannot add an item to a home, select it to your style, use it, then expect the buyer to pay the original cost.

The Owner's Need for Money

Moving to a more expensive area where you will have to pay more for a home has NOTHING to do with the value of your CURRENT home.

The Cost to Rebuild Today

The truth is that you are not selling a new home. Comparing to the current cost of construction is unrealistic.

Personal Attachment to the Property

Even though you may have wonderful memories attached to the home, the buyer is only purchasing the home, not the memories.