



MARKET VALUE OF YOUR HOME

EVALUATE YOUR LISTING

The market value of your home *is not*:

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

As a seller you control:

- The price you ask
- Condition of the property
- Access to the property

The market value of your home *is based on*: What a buyer is willing to pay for the property - **today**

- Today's market
- Today's competition
- Today's financing
- Today's economic conditions
- The buyer's perception of the property condition
- Location
- Normal market time

As a seller you **DO NOT** control:

- Market condition
- The motivation of competition
- Buyer's perception of value

HOW TO EVALUATE MARKET RESPONSE TO YOUR LISTING:

AGENTS ARE NOT SHOWING YOUR HOME: They have determined that the home either may not meet their client's needs or that it may not be priced fairly for the market.

AGENTS ARE BRINGING BUYERS, BUT NO OFFERS ARE COMING IN: Your home meets client needs, but buyers may be finding better properties on the market for the price.

In either case, this is an indication that your home may not be priced at current market value.