

## The Market Value Of Your Home Is Determined In Several Ways:

### **The Market Value of Your Home IS NOT:**

1. What you have in it.
2. What you need out of it.
3. What it is appraised for.
4. What you heard your neighbor's house sold for.
5. What the tax office says it is worth.
6. Based on memories and treasures.
7. Based on prices of homes where you are moving.

### **The True Market Value of Your Home IS:**

What a Buyer is Willing to Pay for the Property—TODAY.

1. Based on today's market.
2. Based on today's competition.
3. Based on today's financing.
4. Based on today's economic conditions.
5. Based on the Buyer's perception of property condition.
6. Based on location.
7. Based on normal marketing time.

#### **As a Seller You Control:**

1. The price you ask.
2. Condition of the property
3. Access to the property

#### **As a Seller You Do Not Control:**

1. Market conditions
2. The motivation of competition
3. Value (Buyer's Perception)

#### **Warning Signs:**

1. AGENT elimination—if agents are not previewing, or if they preview, but do not show it, they are eliminating your property.
2. BUYER elimination—if your home is being shown with no results, buyers are finding better properties in your price range.
3. In either case, this is an indication that your home is not priced at current market value.

**REMEMBER: Price Overcomes All Objections**