

Understanding market value

Prospective buyers determine market value based on:

- Location, design, amenities, condition
- Comparable, competing properties
- Economic conditions

Factors that have little or no influence on market value:

- The price the seller originally paid
 - The seller's net proceeds
- The amount spent on improvements

The impact of accurate pricing on home marketing:

- More showings and offers
- Selling in a shorter period of time

