



APPROPRIATE PRICING & STRATEGY

PRICING

A comparable market analysis (CMA) is prepared by a Realtor. It evaluates your home against other similar recently sold homes to establish market value. Buyers, sellers, real estate agents, and bank appraisers all perform a comparable market analysis to estimate the value of a home. While emotion may play a part, most often the data is the most relevant and predictive of what amount your home will sell for and how quickly.

SOME QUESTIONS TO CONSIDER WHEN PRICING A HOME:

- Advantages and challenges concerning an area, including school district and neighborhood.
- Owner's estimate of value and why.
- Opportunities or challenges of your needs and situations that may impact price and your ability to sell, including condition, financing, physical and emotional stress, and timing.

WHAT IS MY PROPERTY WORTH?

WHAT DETERMINES THE SALES PRICE?

- Location/School System
- Condition/Size
- Market Supply vs. Demand
- Recent Sales

LET'S LOOK AT THE SOLD PROPERTIES IN YOUR AREA:

Similar in number of bedrooms, style of home, and square footage above grade. Generally we look back 6 months.

Highest price? _____ Date sold? _____

Lowest price? _____ Date sold? _____

Average days on the market for neighborhood? _____

Average days on the market for school district? _____

Look at the current inventory available to a buyer today:

Price range? _____

How many properties? _____

How many sold in 6 months? _____

Supply/demand ratio? _____

HOW DOES YOUR PROPERTY COMPARE?

To your current competition (amenities/condition)? Better Same Less

In your location? Better Same Less

In your price? Better Same Less

HOW MOTIVATED ARE YOU TO SELL? WHAT IS YOUR TIMEFRAME?

On a scale 1-10? _____ Time frame? _____

WHAT IS THE ECONOMIC STATE IN YOUR AREA RIGHT NOW?

Seller's market? Buyer's market? Interest rates?