



## **LOCATION**

The pricing of your home must reflect its location. The better the location, the higher the acceptable price. School districts, high or low traffic, and highway accessibility, all need to be considered in determining the value of your home's location. We cannot control the location

## **CONDITION**

The pricing of your home must accurately reflect its condition. The general upkeep and presentation of your home is critical to obtaining the highest value for your home. Nature of the roof, plumbing, carpets, and paint all relate to condition. Basic rule: If we can smell it...we can't sell it!

## **MARKET**

Recession, inflation, interest rates, mortgage availability, competition, and the public's perception of the general economy all make up the market. It may be a buyer's market or a seller's market. The pricing of your home must reflect the current nature of the market because we cannot influence the market. We can, however, take advantage of the market.

## **TERMS**

The more financing terms and options you accept, the more potential buyers there will be for your property. The pricing of your home must reflect the terms available. The easier the terms, the more valuable your property becomes. (And this is where my team of professional Affiliates really shine-by offering a broad, full-spectrum of mortgage products and options to both you and all potential buyers!)