

# What Is The Best Price Obtainable For Your Property?

## Factors That Do Not Affect Your Property's Value.

- What you paid when you bought (or built) your house.
- The cash proceeds you want or need from the sale.
- What I, or another real estate professional, say your property is worth.

## Buyers Dictate The Best Price Obtainable For Your Property

- Buyers engage in comparison-shopping.
- A buyer will not pay more for one property than he or she would have to pay for another, similar property.

## A Competitive Market Analysis Shows what Buyers Are Willing To Pay in Today's Market

- Demonstrates what buyers have actually paid recently for similar properties.
- Shows what buyers have not been willing to pay under current market conditions.
- Focuses on other properties which are now competing for buyers' attention.



*"A Competitive Market Analysis gives you a solid foundation for the realistic pricing of your property."*

***"Always serving you . . . "***