

UNDERSTANDING MARKET VALUE

True Market Value of Your Home Is:

- What a buyer is willing to pay for the property today
- Based on today's market
- Based on today's competition
- Based on today's financing
- Based on today's economic conditions
- Based on the buyer's perception of property condition
- Based on location
- Based on normal marketing time

As a Seller, You Do Not Control:

- Market conditions
- The motivation of your competition
- Value

Market Value of Your Home is Not:

- What you have in it
- What you need out of it
- What it is appraised for
- What the tax office says it's worth
- What it is insured for
- Based on memories and treasures
- Based on prices of homes where you are moving

As a Seller, you Do Control:

- The price you ask
- The condition of the property
- Access to the property
- The agent you choose to sell your home





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