

# Key Market Factors

How long does it take to sell a property? Some properties sell in a few days, others may take several months. By recognizing some key factors that influence marketing a home, you can get significant control over market time.

The proper balance of these factors will expedite your sale:

## ■ Location

Location is the single greatest factor affecting value. A neighborhood's desirability is basic to a property's fair market value.

## ■ Competition

Buyers compare your property against others in that neighborhood. Buyers interpret value based on available properties on the market.

## ■ Timing

The real estate market may reflect a buyers or sellers market. Market conditions cannot be manipulated; an individually tailored marketing plan of action must be developed for each property.

## ■ Condition

The property condition will affect price and speed of sale. Optimizing physical appearance and advance preparation for marketing, maximizes value.

## ■ Terms

The more terms available, the larger the market, the quicker the sale and the higher the price. Terms structured to meet your objectives are important to successful marketing.

## ■ Price

If the property is not properly priced, a sale may be delayed or even prevented. Reviewing the Comparative Market Analysis assists you in determining the best possible price.



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