

COLDWELL BANKER®

A HomeBuyer's Reference



Understanding Market Value

The value of any given property is determined by many different factors. It is important for you, the buyer, to be aware of them. Here is a brief list of variables that may affect the market value of a home.

Physical Characteristics

- Location
- Type of community
- Age
- Size of home
- Condition
- Architectural style

Competition

- Number of other homes on the market and their price points
- Length of time property has been on the market

Market Conditions

- Interest rates and availability of financing
- Number of other qualified buyers
- Price of similar properties in the same community
- The economy


The Seller's Side

- Motivation to sell
- Urgency to sell
- Recent price reduction
- Perceived value of the property

All of these factors will help you determine the value of the home and guide you towards presenting the most appropriate offer.

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