

## **KEY MARKET FACTORS**

How long does it take to sell a property? Some properties sell in a few days, others may take several months. 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.

Compliments of Steven Karlgren  
Keller Williams Realty

Office: 508-238-5000 X 358

Find Me / Fax Me: 781-881-4036

[www.StevenKarlgren.com](http://www.StevenKarlgren.com)

[StevenKarlgren@kw.com](mailto:StevenKarlgren@kw.com)

