

## **RIGHT PRICE ANALYSIS**

A Competitive Market Analysis focuses on the current properties that are competing for the buyer's attention in today's market. It takes into consideration the factors that affect the Market Value of a home such as:

1. Buyers demand influences the best price obtainable for your property.
2. Buyers engage in comparable shopping.
3. Buyers will not pay more for one property than they would pay for a similar property.

Factors that do not affect the Market Value of a home are:

1. What you paid for your house when you bought it.
2. The cash proceeds that you need or want from the sale.
3. What any other Real Estate Professional or I feel your home is worth.

**SOME HELPFUL TERMS FOR YOU TO KNOW:**

1. **COMPETITION:** These are the homes currently on the market that will be competing with your home.
2. **MARKET REJECTED:** These homes did not sell during their listing period or were withdrawn by the owner.
3. **PENDING:** These homes are currently under agreement and have not passed papers yet. This is the most current indicator of market value.
4. **PROVEN MARKET:** These homes have sold within the last 6-8 months. Although no two homes are exactly alike, these are the best indicators of the market value of your home.

**Compliments of Steven Karlgren  
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