

FAIR MARKE VALUE

How To Sell Your Home
For the Best Price,
In The Shortest Time,
With The Most Favorable Terms And Conditions?

By pricing it right Initially!

Major Factors Affecting Value

Supply and Demand

Location, Location, Location

Seasonal Markets

Mortgage Market

Economic Conditions

Political Actions

Methods of Evaluation

Market Value Approach	Comparable Property Sales
Income Approach	Investment or Income Producing Properties
Cost Approach	Most Useful on New Properties when Replacement Values are Readily Determinable

Compliments of Steven Karlgren
Keller Williams Realty

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