

## Key Market Factors

### ***How long does it take to sell a property?***

There is no easy answer – some properties sell in a few days, others may take several months. Recognizing the key factors influencing a sale can give you significant control over market time.

### ***The proper balance of these factors will expedite your sale:***

#### **LOCATION...**

- Location is the single greatest factor affecting value.

#### **COMPETITION...**

- Buyers compare your property against competing properties.
- Buyers interpret value based on available properties.
- You need a competitive marketing plan.

#### **TIMING...**

- The real estate market may reflect a seller's market or a buyer's market.
- Market conditions cannot be manipulated; an individually tailored marketing plan must be developed accordingly.

#### **CONDITION...**

- Property condition affects price and speed of sale.
- Optimizing physical appearances and advance preparation for marketing maximizes value.

#### **TERMS...**

- The more flexible the financing, the broader the market, the quicker the sale and the higher the price.
- Timing and terms structured to meet your objectives, as well as the buyers are important to successful marketing.

#### **PRICE...**

- If the property is not properly priced, a sale may be delayed or even prevented.
- Team Black Bear's comprehensive market study will assist you in determining the best possible price.

