



## **THE MARKET VALUE OF YOUR HOME IS DETERMINED IN SEVERAL WAYS.**

### **The True Market Value of Your Home Is:**

1. What a **BUYER** is willing to pay for the property – **TODAY.**
2. Based on Today's market.
3. Based on Today's competition.
4. Based on Today's financing.
5. Based on Today's economic conditions.
6. Based on the buyer's perception of property condition.
7. Based on location.
8. Based on normal marketing time.

### **The market value of your home: IS NOT:**

1. What you have in it.
2. What you need out of it.
3. What it is appraised for.
4. What you heard your neighbor's house sold for.
5. What the tax office says it's worth.
6. What it is insured for.
7. Based on memories and treasures.
8. Based on prices of homes where you are moving.

### **As a seller YOU control:**

1. The price you ask.
2. The condition of the property.
3. Access to the property.

### **As a seller YOU do not control:**

1. Market conditions.
2. The motivation of your competition.
3. Value.



Let me help you get the best price  
for your home in today's market.

**Call Dale Politte**

**858-472-5080**

