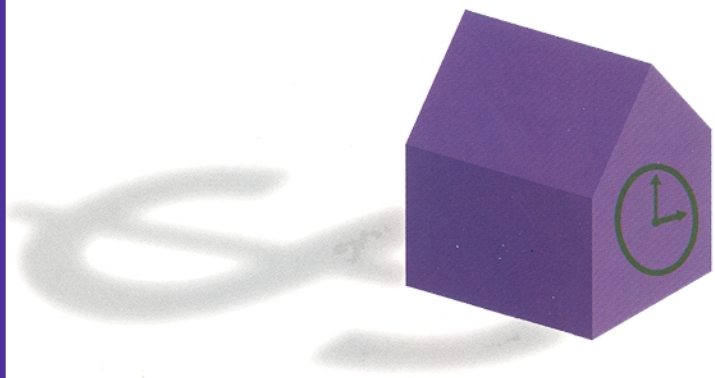
How quickly will your home sell? And at what price?



Many Factors affect the amount of time it will take to market your home, as well as the price you will receive for it. Some of these I can control, while others I cannot.

Factors I Can Control

Listing Price

The price is the single most important factor in the sale of your home. The best way to ensure the timely sale of your home is to price it competitively with similar homes in your area.

Condition

The better you condition your home for marketing, the higher price it will bring, and the faster it should sell.

Marketing Plan

You should list it at a realistic price from the start. If your price is reasonable and presented with a coordinated marketing plan, you'll have a better chance of attracting the right buyer and price.

Factors I Cannot Control

The Competition

If there are a large number of comparable homes for sale in your area, there is more competition for buyers. In a supply and demand market like real estate, this creates more of a challenge.

Location // Interest Rates

Location and the economy will also affect the success of marketing your home.