

THERE ARE FIVE ESSENTIAL INGREDIENTS THAT COMPRISE THE FORMULA FOR A **SUCCESSFUL SALE** IN YOUR HOME

1

CONDITION

The pricing of our home must accurately reflect its condition. The general upkeep and presentation of your home is critical to obtaining the highest value for your home. Nature of the roof, plumbing, carpets and paint all relate to condition. Basic rule: If we can smell it... we can't sell it!

2

LOCATION

The pricing of our home must accurately reflect its location. The better the location, the higher the acceptable price. School districts, high or low traffic, and highway accessibility, all need to be considered in determining the value of your home's location. We cannot control the location.

3

MARKET

Recession, inflation, interest rates, mortgage availability, competition and the public's perception of the general economy all make up the market. It may be a buyer's market or a seller's market. The pricing of your home must reflect the current nature of the market because we cannot influence the market. We can, however, leverage the market.

4

TERMS

The more financing terms and options you accept, the more potential buyers there will be for your property. The pricing of your home must reflect the terms available. The easier the terms, the more valuable your property becomes. (And this is where my team of professional Affiliates really shine-by offering a broad, full-spectrum of mortgage products and options to both you and all potential buyers!)

5

PRICE

PRICE is the #1 most important factor in the successful sale of your home.