



KEY MARKET FACTORS

When sellers ask how long it takes to sell their house, there is no easy answer. While some properties sell in a few days, others may take several months.

Recognizing the key factors that influence a sale gives you significant control over market time. Proper balance of the following will expedite the sale of your property:

PRICE

If the property is not properly priced, a sale may be delayed or even prevented. Best Choice Realty's comprehensive market analysis will assist you in determining the best possible listing price.

LOCATION

Location is the single greatest factor affecting property values. Neighborhood desirability is fundamental to a property's fair market value.

BUYER'S TERMS

A broad market combined with flexible financing and quick closing dates results in higher prices. Contract terms structured to meet your objectives are important for a successful sale.

CONDITION

A property's condition affects both the price and speed of a sale. Optimizing physical appearances and properly preparing a property for marketing maximizes a property's value.

COMPETITION

Buyers compare your property against competing similar properties. Buyers will interpret your property's value based on available properties on the market.

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.

Based on these factors, what time frame is reasonable for you to sell your property?