

# DETERMINING THE LIST PRICE

Your Sales Associate will help you determine the list price of your home by providing you with a thorough market analysis. It is a skill where experience and judgment are fundamental. Incorrectly pricing your home can result in either fewer proceeds for you or may cause your home to sit on the market for longer than desired. Some of the factors that influence the list price of your home are:

- Physical Qualities - Location, floor plan and style
- Market Conditions - Interest rates and availability of financing, buyer and seasonal demand, state of the economy and recent property sales
- Competition - Number, pricing, condition and location of comparable properties on the market

The price you paid for your home or the proceeds you want from the sale have no effect on the value of your home. Your Coldwell Banker Sales Associate will advise you on all aspects to help you determine your property list price and implement your custom marketing plan to procure a sale.

