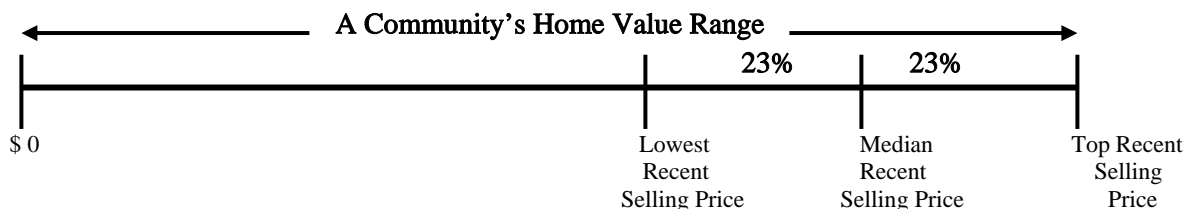


# Why You Need a Comparative Market Analysis

Like properties in the same community can vary significantly in selling price. I personally have seen prices vary by 23% off (above and below) the median price: that's a total spread of 46%.

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## *Where would your home fit into that price range?*

### Several Hints:

- ♦ It is not determined by what a friend *told* you he sold his house for.
- ♦ It is not determined by a simple calculation (Cost x Growth Rate x Time).
- ♦ It is not determined by throwing darts at a dartboard.

### Property prices (within a given community) vary based on:

- ♦ How well the property is maintained.
- ♦ Improvements and features added to the property.
- ♦ The quality of those improvements and features.
- ♦ The perception that the property projects to prospective buyers.
- ♦ The number of buyers aware of and competing for the property.
- ♦ The effectiveness of the marketing campaign.

### A Comparative Market Analysis:

- ♦ Examines Currently Listed properties – (What people might pay)
- ♦ Examines Recently Sold properties – (What people will pay)
- ♦ Examines Expired Listing – (What people will not pay)
- ♦ Applies factors to account for current local market conditions.
- ♦ Adds the value of property improvements and unique features.
- ♦ Adds the value of a full service realtor & professional marketing campaign.
- ♦ Leads an experienced Realtor® to the most accurate price for your property; one that assures you receive *top dollar* on the sale of your property.