

## MARKET ANALYSIS EXPLANATION

The correct selling price of a home is the highest price the market will bear. To assist you in determining the correct asking price we have provided you with a comprehensive market analysis of comparable properties that have been recently offered for sale in your neighborhood.

This analysis is based strictly on homes that can be considered similar to yours, and has been specially prepared for you over the last few days.

This 'Comprehensive' property analysis is divided into three categories:

1. Similar properties that are currently listed
2. Similar properties that have recently sold
3. Similar properties that failed to sell

By carefully studying the comparable property locations, features, and the terms under which they are offered, we can develop a clear picture of the potential market for your property.

By looking at the properties currently listed, we can see exactly what alternatives a serious buyer has to choose from. We can be certain that we are not under pricing the property.

By looking at similar properties recently sold, we can see what homeowners have actually received over the last few months. This is the acid test that is used by lending institutions to determine how much they will be willing to lend a buyer for your home.

While we naturally want top market value for the home, we can agree that there's a point where the price would be too high. By looking at homes that didn't sell, we can accurately determine that price point and be careful not to get too close to it. By doing our homework diligently, we can get maximum dollars in a reasonably short period of time.

