

Factors Leading to a Sale

Securing the best price in the shortest time.

Factors We Cannot Influence

Location

the single largest factor affecting the value.

Timing

general economic conditions, interest rates, competition, cyclical and seasonal factors.

Factors We Can Influence

Price

carefully calculated to reflect the current market trends.

Condition

identifying what to repair, what to replace, and what to disclose.

Terms

broadening the base of potential buyers through flexibility.

Marketing

providing your property with maximum exposure to buyers and other agents.

Accessibility

making it easier for more agents and more qualified buyers to view your property.