



## FAIR MARKET VALUE vs MARKET PRICE

### Fair Market Value

*Fair Market Value* is defined as:

- The price a property will bring in the open market, when contracted between an EQUALLY MOTIVATED and equally knowledgeable Buyer and Seller.

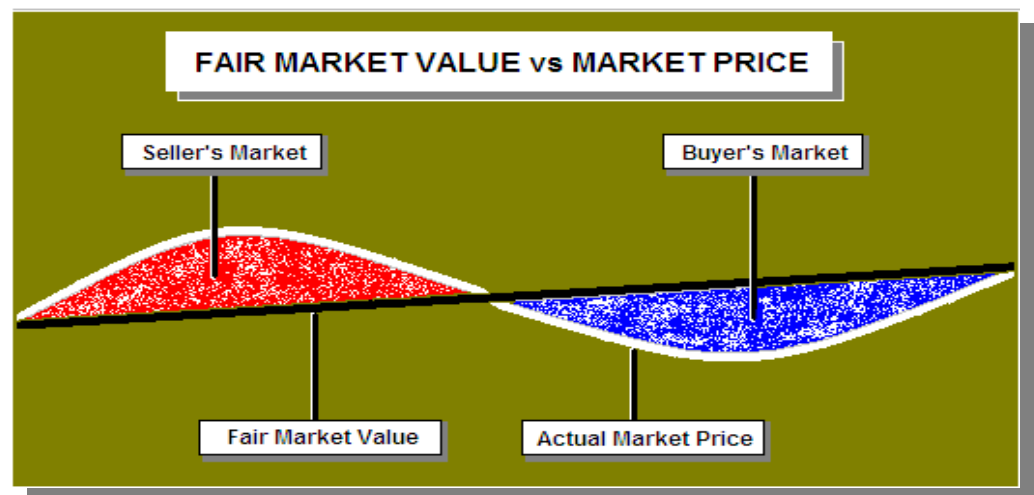
Fair Market Value fluctuates with a given market. Because time is major factor, the up and down fluctuations are subtle and relatively flat.

### Market Price

*Market Price* is defined as:

- The price in a given market that a good or service will actually sell for.

Market Price is based upon more immediate conditions, so it fluctuates very rapidly.



### SELLER'S MARKET

When the Buyer is more motivated, than the Seller:

- The Market Price will RISE above the Fair Market Value.
- Available properties are scarce, and buyers are plentiful. Competition is fierce without as much regard for features and subtle negotiations.

### Buyer's Market

When the Seller is more motivated, than the Buyer:

- The Market Price will DROP below the Fair Market Value.
- There are more properties for sale than buyers to purchase them, so marketing and curb-appeal become eminently more significant.



**FIVE TIPS TO SELL HOMES QUICKLY, FOR THE HIGHEST VALUATION**

The New York Times noting that savvy home sellers have discovered the secret to selling their homes.

**Here are a few ways strategic thinkers prepare to sell their homes:**

**1. Prelist Home Inspections.**

These inspections allow sellers to identify and repair problems rather than lose money during the sale. Statistics show that for every \$1 of identified repairs, the buyer would ask for double that in a price reduction. Paying \$5,000 to repair a roof is far more enticing than losing \$10,000 in the sale.

**2. Neighborhood Environmental Reports.**

These reports provide important information on known and potential contamination that may exist on or in the vicinity of a property. The seller could use this information to ensure buyers that the home is in an environmentally safe neighborhood.

**3. An overview of the neighborhood's assets.**

A list of the neighborhood's assets can help sellers market the area's positive attributes along with those of the home. Nearby schools, parks, community pools or other features can add value for a buyer.

**4. Minor interior cosmetic enhancements.**

Upgrading or enhancing elements in a home gives potential buyers the feeling that they can move in and feel comfortable in the home right away. Besides making kitchen and bathroom upgrades and cleaning floors and windows, the entry way should be well lit, clean and uncluttered, as it's the first room a potential buyer evaluates.

**5. Minor exterior cosmetic enhances, curb appeal.**

Establish the right first impression by making a home's exterior more appealing. Make certain the lawn is green and mowed. Evaluate any stone walkways to be certain they're even. Plant flowers to add color and vibrancy.