

# Determining Value



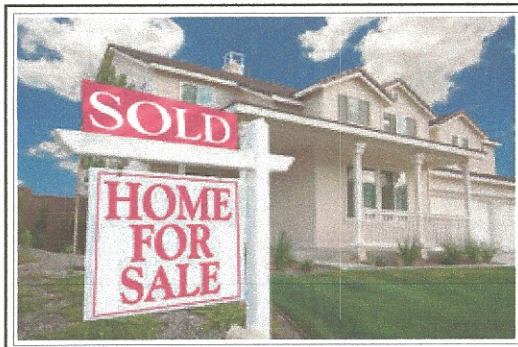
**Location:** Location, Location, Location is the top consideration when determining value. This includes - Availability of transportation, shopping and schools, also serenity and the neighborhood.

**The Actual House:** The square footage, home design, construction quality, the floor plan, views, landscaping, and lot size, and the condition of the house, house amenities.

**Timing:** The current market will dictate much of the price. This includes supply of homes for sale, financing for buyers, interest rate

**Pricing:** Very seller wants top dollar for their house. But if it is priced too high you will lose potential buyers. If price it at or just below market value you have a better chance of receiving multiple offers at a price you are looking for. Pulling similar comparable listings and sold properties will let you know what the homes are really selling for. Be sure to compare apples to apples. If you price it just below the best house in your area you will have a

**Be Realistic About Appreciation.** Since the housing market began to slow significantly in late 2007, home prices have fallen all over the country. Yet understanding trends in your specific market is critical - as not all areas have experienced the same drops. Some regions of the country have remained more steady relative to prices, and are even back to experiencing modest appreciations. And if you bought your home many years ago, the gains you made in the decades before the downturn may still be far more than recent drops. So speak with your real estate professional to get a realistic view on how your home has gained or lost, relative to its value and potential price.



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