



PROPER MARKET EVALUATION “ PME ”

- **CURRENT ECONOMIC TIMES AND TRENDS**
- **CURRENT SELLING MARKET (TIME OF YEAR)**
- **WORLD NEWS POSITIVE OR NEGATIVE**
- **SELLER’S MOTIVATION**
- **BUYER’S MARKET VS. SELLER’S MARKET**
- **RECENT EQUILANT SALES IN YOUR MARKET**
- **COMPETITON IN YOUR MARKET**
- **LOCATION APPEAL (Schools, Parks, Roads, Shopping etc.)**
- **CURB APPEAL**
- **DETERMINE A PROPER LIST/SALE PRICE FOR YOUR HOME**