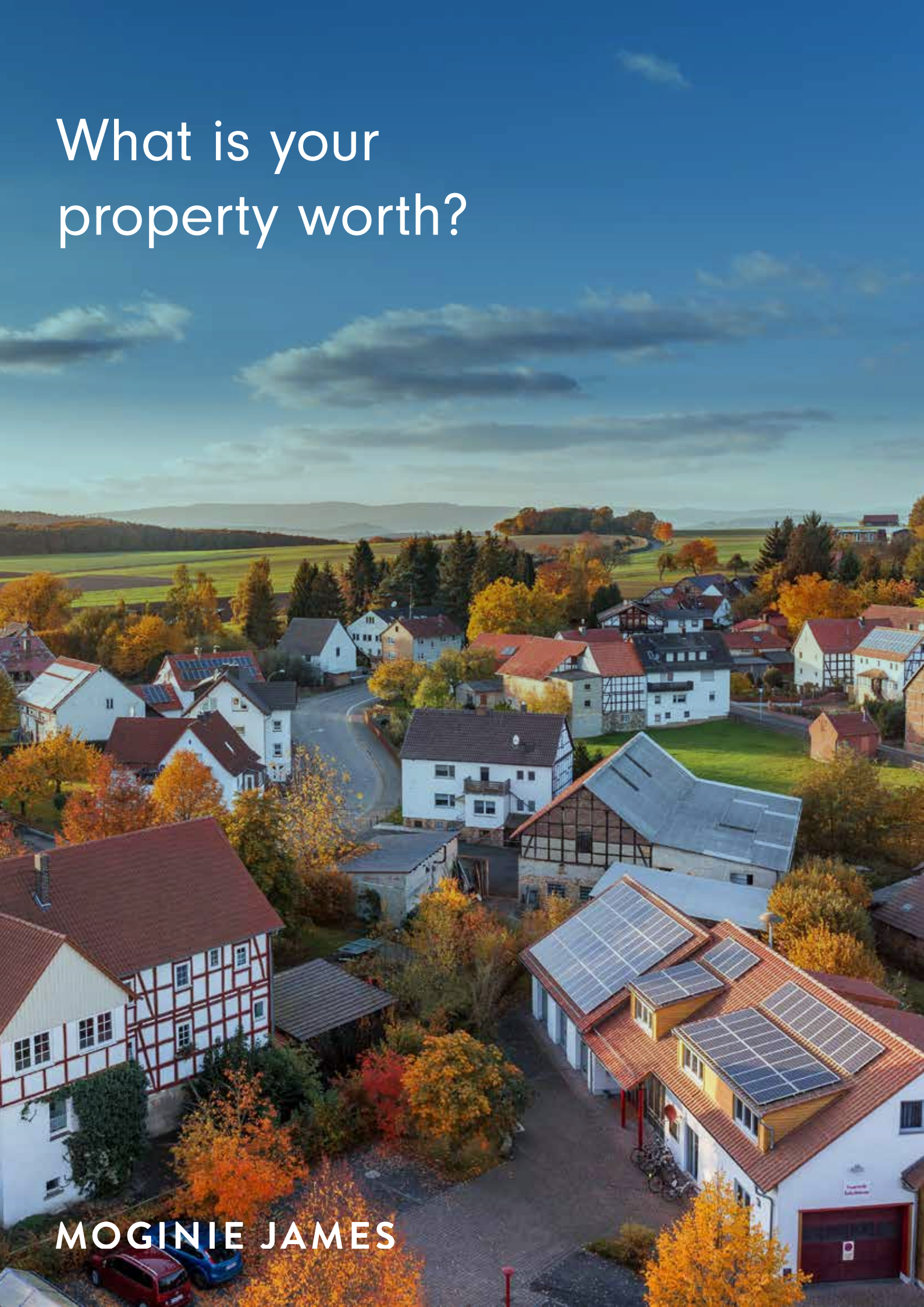


What is your  
property worth?

MOGINIE JAMES



# What is your property worth?

Knowing how much your property is worth is the first step in the sales process. This is why Moginie James provides free, honest valuations of what your property can sell for in today's market. Utilising their knowledge and experience, our agents will value a property by analysing recent sales in the area as well as current market trends, features of your home that may attract buyer interest and feedback on similar properties from our database of potential buyers. Based on this information we advise the suitable market list price to enable the property to appeal to the largest amount of potential buyers, which in turn will achieve the best price possible.

Working and living the local property market every single day we at Moginie James understand the value of our client's properties. We know what it is that buyers are looking for, what type of property is selling and what price they are selling for through our in-depth experience and knowledge of both the local and wider real estate market.

Our secret to achieving the best price for you is accurate valuing; it is what maximises your end-selling price. There is a fine line between not enough and too much, with our intimate knowledge of Cardiff assuring we get it right.

Some agents will overvalue your property in a bid to win the instruction, however an overinflated asking price can lead to your property going unsold for an extended period of time, which may in turn cause potential buyers to be cautious of the property. Likewise if an agent undervalues your property you may not achieve the selling price your property should command. It may be beneficial to utilise sources such as the sold house price sections on the land registry and [Rightmove.co.uk](https://www.rightmove.co.uk) to conduct your own comparable research on top of agency valuations.

### **Things to Consider When Determining Your Asking Price**

- As previously noted some agents will overvalue your property in a bid to get it on their books, always request information on comparable properties that they have sold and their insight into market trends to evaluate your home's true worth.
- If you overprice your property prospective buyers may expect too much before viewing and therefore be disappointed, whilst buyers tend to associate an extended period of availability as a sign that something is wrong with the property.
- Interest in your property will be at its peak when it first becomes available, which is why getting your asking price right from the beginning is so imperative. Discuss with your agent if they have any leads from their database of potential buyers for properties similar to yours in your area.
- Have open communication in regards to your needs with your chosen agent. Do you need to achieve a certain price or sell within a certain timeframe? If so be open and honest with your agent so they can give you the most suitable advice possible.

### **What is a Seller's Market?**

As dictated by the laws of supply and demand, when buyer demand outweighs housing supply a seller's market will occur and inevitably house prices will be driven up. This is often reflected by the return of consumer confidence (and therefore spending) and a strong economy.

It is worth noting that properties at the lower end of the market will generally always attract strong buyer interest, while properties at the high end may demand less attention.

### **What is a Buyer's Market?**

In comparison to a Seller's Market a Buyer's Market is when there is a large number of properties for sale and fewer buyers. Conditions that can cause a Buyer's Market include rising interest rates and a slowing economy.

In this type of market sellers are required to be competitive in regards to pricing. Speak to your estate agent for advice on the best approach to achieve the highest possible price for your property.