

## MARKET ANALYSIS

# The Three Parties

### INVOLVED IN SELLING YOUR HOME

When it comes to selling your home, there are three key players: the market, the seller, and the agent. The market sets the stage — factors like the economy, interest rates, and buyer competition all influence what your home is worth and how quickly it might sell. The seller controls the sales terms, price, and condition and presentation of the home — from staging to flexibility on showings. And the agent brings it all together, using strategy, marketing, and negotiation to position your home for success and guide you through every step of the process.

