

UNDERSTANDING THE EAST TENNESSEE MARKET

Your Guide to Buying, Selling & Living in East Tennessee

Real estate markets are local.

National headlines don't always tell you what is happening in your particular neighborhood.

When evaluating a property, we look at factors such as:

- Recent comparable sales
- Current competition
- Inventory
- Days on market
- Price reductions
- Sale-to-list price ratios
- Neighborhood trends
- Property condition
- Location
- Buyer demand



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What does "days on market" really mean?

Days on market can provide useful information about how quickly homes are selling, but it shouldn't be viewed in isolation.

A home may take longer to sell because of:

- Overpricing
- Condition
- Location
- Unusual features
- Limited buyer pool
- Changing market conditions

The goal isn't simply to sell quickly. The goal is to position a property appropriately for the market.