SELLERS · REPORT

Free from Brian Redfern

Home Value Report

A comp-based value range for your home, reviewed by a person who knows the area, not an automated guess.

BR

Brian Redfern, REALTOR®

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01 What's in your report

- **Recent comparable sales**
  Homes like yours that closed nearby, ideally in your subdivision and the last few months
- **Your competition**
  What is active and pending right now in your price range, and how long homes are taking to sell
- **Adjustments**
  How size, condition, upgrades, pool, lot, views and garage change the number
- **A suggested price range**
  And a pricing strategy for listing in it

02 How the number is built

1. **Pull the closed sales**
   The best comps are close by, similar in size and age, and recent.
2. **Check today's competition**
   Active and pending homes show where buyers have choices and where they don't.
3. **Adjust for your home**
   Your remodel, your roof and AC age, a pool, a premium lot or a busy street all move the number.
4. **Give you a range and a plan**
   A low-to-high range, where I'd price it, and why.

03 Why not an online estimate or the assessor's value?

Automated estimates can't see your upgrades, your view or the busy street behind you, and they can be off by a lot on any single home. Your county assessor's full cash value is set for property taxes and lags the market. A local agent who looks at your actual home can close that gap, and the difference can be real money.

04 Have this handy

- [ ] **Upgrades with the year done**
  Kitchen, baths, flooring, windows
- [ ] **Roof, AC and water heater ages**
  Buyers and appraisers ask
- [ ] **Pool equipment age, if you have a pool**
- [ ] **Solar: owned, financed or leased?**
  A lease or loan has to be paid off or transferred when you sell
- [ ] **HOA name and dues**

05 Request your report

Property address · Your name · Email · Phone

Fill this in online at https://redfernhomelife.com/guides/home-value-report
or call or text Brian at 619-403-0390.

Want the number for your home?

Brian can walk you through it. No pressure, no obligation.

Call or text Brian: 619-403-0390
Book a call: https://redfernhomelife.com/contact
This guide online: https://redfernhomelife.com/guides/home-value-report

Sources

- Arizona Department of Revenue and county assessors: full cash value and limited property value for property tax (azdor.gov)

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