BRYAN REALTY
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Your advocates. Your agents.®

OPENING DOORS *Together.*



YOUR MONTHLY GUIDE TO
HOMEOWNERSHIP WEALTH AND COMMUNITY

What Are Comparable Sales?

Comparable sales—often called "comps"—are recently sold homes similar to yours. They help determine a fair market value and guide smart real estate decisions. Here's what you need to know.

1 WHAT ARE COMPARABLE SALES (COMPS)?

Comps are homes that have recently sold and are similar to your property in size, location, age, condition, and features. They provide a real-world snapshot of market value.

2 WHY COMPS MATTER

They help buyers make competitive offers and help sellers price their homes correctly. Lenders also use comps to verify a property's value for financing.

3 WHAT MAKES A GOOD COMPARABLE?

The most reliable comps are similar in location, size, age, condition, features, and lot size—and have sold within the last 3–6 months.

4 HOW REALTORS® USE COMPS

We analyze multiple comps, adjust for differences, and look at market trends to price homes strategically and negotiate with confidence.

5 WHAT BUYERS & SELLERS SHOULD KNOW

Comps aren't perfect, but they offer the best available data. Working with an experienced agent ensures you make informed, winning decisions.

WHAT THIS MEANS FOR OUR LOCAL MARKET

- Comps keep our market transparent and data-driven.
- Accurate pricing helps homes sell faster and supports strong property values.
- Monitoring comps helps us spot trends and opportunities in the Memphis area.

The bottom line:
Understanding comps leads to smarter pricing, stronger offers, and successful real estate outcomes.

WHAT THIS MEANS FOR YOU

BUYERS:
Comps help you make confident offers based on real market value—so you don't overpay in a competitive market.

SELLERS:
Pricing your home based on comps helps attract serious buyers, reduce days on market, and maximize your return.

Let's open the door to your next move.



Whether you're thinking about buying, selling, or just have questions about the Memphis market, we're here to help. **Let's make your next move a smart one—together.**

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