



# Market Analysis for Real Estate: Concepts and Application in Valuation and Highest and Best Use

*Stephen F. Fanning*

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## **Market Analysis for Real Estate: Concepts and Application in Valuation and Highest and Best Use**

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This insightful text explores the essential, and often overlooked, role of market analysis in real property valuation. The text introduces a six-step process for market analysis and presents simplified market and marketability analysis techniques for use in appraisals and complex, stand-alone market studies. It includes seven case studies and a CD of Excel spreadsheets.

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