# Article information:

A Model of Time‐on‐Market and Real Estate Price Under Sequential Search with Recall - Cheng - 2008 - Real Estate Economics - Wiley Online Library  
<https://onlinelibrary.wiley.com/doi/10.1111/j.1540-6229.2008.00231.x>

# Article summary:

1. Real estate risk includes not only price risk but also marketing period risk, which is unique to real estate due to its illiquidity.

2. Ignoring marketing period risk tends to underestimate real estate risk and overestimate its risk-adjusted returns in empirical studies.

3. Real estate has exhibited higher returns and lower volatilities than financial assets in some studies, even when accounting for the inflation of the 1970s and beyond.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

该文章提出了一个重要的问题，即房地产市场的风险评估需要考虑到营销期风险。然而，该文章存在一些偏见和不足之处。

首先，该文章没有充分探讨营销期风险对房地产市场的影响。它只是简单地指出了这个问题，并没有提供更深入的分析或数据支持。因此，读者可能会认为这个问题并不是很重要或者并不会对房地产市场造成太大的影响。

其次，该文章忽略了其他可能影响房地产市场风险评估的因素。例如，它没有考虑到政治、经济和社会因素对房地产市场的影响。这些因素可能会导致房地产市场波动性增加或减少，从而影响风险评估结果。

此外，该文章存在一定程度上的偏袒。它只关注了房地产市场相对于金融资产表现较好的情况，并没有探讨其表现较差的原因。这可能导致读者对房地产市场存在过高期望值，并忽略了其中潜在的风险。

最后，该文章缺乏平等呈现双方的态度。它只关注了房地产市场的风险评估问题，而没有探讨金融资产的风险评估问题。这可能导致读者对金融资产存在过高期望值，并忽略了其中潜在的风险。

综上所述，该文章提出了一个重要的问题，但存在一些偏见和不足之处。为了更全面地评估房地产市场和金融资产的风险，需要考虑到更多因素，并采取平等呈现双方的态度。

# Topics for further research:

* Impact of marketing period risk on real estate market
* Factors affecting real estate market risk assessment
* Political
* economic
* and social factors in real estate market
* Biases in the article's perspective on real estate market
* Importance of considering risks in financial assets
* Need for a balanced perspective on real estate and financial assets risk assessment

# Report location:

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