- Principal (pur, nominal, face)
- Term/Mulwing
 - Bonds of longer terms are considered more risky Thus, they demand higher returns.
- Coupon (interest) rate
 - Coupon rules are largely determined by (unent interest vales as bonds must offer competitive rates to be sold.
- Yield: the annual return an investor can expect if the bond 13 keld to make itig
- Price: largely determined by interest rates, inflution expectations, credit visk, maturity liquidity

Bond Pricing

- Inverse relationship of interest yeaks and pice:
 - If interest values vise above a boud's coupon rates its price will full due to the fact that new bonds pre. higher rates
 - Conversely if luterest rates full below a bond's coupon rule, 172 price will rise due to the feest that new bounds pung lower rales.
- Bond prices are expressed as a percenture of their pur rate.
- Premium: bonds are traded at a primium When their price 13 above per
- Discount: bonds are truded at a docount when their price to below pour