A Comparative Market Analysis

To establish the top market value of

12345 Sample St Livonia, Mi 48154

Prepared especially for

Mr. & Mrs. Seller

Analysis prepared by

Robert Cuffe

Remerica Integrity Realtors
640 Griswold Ste. 200
Northville Mi 48167

Comparative Analysis and Marketing Plan

To: Mr. & Mrs. Seller

Re: 12345 Sample St Livonia, Mi 48154

From: Robert Cuffe

Thank you for allowing me the opportunity to provide you with this Comparative Market Analysis for your property.

My first goal is to help you set a list price that represents top market value, without going so high that it does not sell at all. This can only be accomplished by thoroughly understanding the market. To help you in this regard, you will find a detailed market analysis attached. It has been painstakingly prepared to ensure that you feel comfortable and confident as we proceed to reach this important first goal.

Additionally, you will find significant information that will help you feel confident that you are being represented by an agent and an organization that is second to none.

I welcome the opportunity to serve you, and insist that you contact me with any questions you may have, should they arise now, or during the marketing process.

Sincerely,

Robert Cuffe

Preparing Your Home for Showing

With buyers, first impressions count. A small investment in time and money will give your home an edge over other listings in the area when the time comes to show it to a prospective buyer.

Here are some suggestions that will help you to get top market value:

General Maintenance

- Oil squeaky doors
- Tighten doorknobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped paint
- Repair cracked plaster
- Repair leaking taps and toilets

Spic and Span

- Shampoo carpets
- Clean washer, dryer, & tubs
- Clean furnace
- Clean fridge and stove
- Clean and freshen bathrooms

The First Impression

- Clean and tidy entrance
- Functional doorbell
- Polish door hardware

Curb Appeal

- Cut lawns
- Trim shrubs and lawns
- Weed and edge gardens
- Pick up any litter
- Clear walk and driveway of leaves
- Repair gutters and eaves
- Touch up exterior paint

The Buying Atmosphere

- Be absent during showings
- Turn on all lights
- Light fireplace if winter time
- Open drapes in the day time
- Play quiet background music
- Keep pets outdoors

The Spacious Look

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy

Marketing Plan

We are committed to offer the highest standards of professional service to all our customers. To assure you that your property is marketed to its fullest potential and to obtain the highest possible market value, the following will be completed.

Prepare Comparative Market Analysis to establish fair market value
Professional advice on preparing your home/condo to show exceptionally well
Listing documents are completed
Photos of interior and exterior will be taken
Enter listing contract to MLS board
Place 'For Sale' sign on property
Place lock box on property, if needed
Personal attention given to every buyer lead
Extensive lead tracking
Blast email to our database of buyers and realtors
Arrange and track all showings
High internet presence
Put property on the internet: www.zillow.com, www.trulia.com, www.remerica.com www.remericaintegrity.com, www.realtor.com, www.hometownlife.com www.moveinmichigan.com, www.lycos.com, www.livingchoices.com, www.justlisted.com, www.robertcuffe.com, www.lisacuffe.com, www.denniscuffe.com www.homegain.com, www.usatoday.com
These are the top fifteen websites above....we link with thousands of other websites.
Prepare and deliver Feature Sheets
We belong to several Relocation companies.
Contact you regularly with verbal progress reports
Get feedback from sales people who have shown your home
Prepare and deliver Marketing Service report to owner
Review marketing activities with owner
Pre-qualify all potential buyers
Present and discuss all offers on property with owner
Negotiate highest possible price for your home
Negotiate the transaction with other agent
Order & Review title work
Follow-up with loan conditions and the appraisal
Finalize the sales contract and follow up with the mortgage company, title company, inspections, appraisals and all other closing procedures.
Confirm that all contingencies on sales contract are completed
Schedule the closing with you, the buyers, the agent, the lender & the title company
Finalize the closing
Arrange for relocation agent, if required
Many more behind-the-scenes details you probably won't hear about!

Market Analysis Explanation

The correct selling price of a home is the highest price the market will bear. To assist you in determining the correct asking price we have provided you with a comprehensive market analysis of comparable properties that have been recently offered for sale in your neighborhood.

This analysis is based strictly on homes that can be considered similar to yours, and has been specially prepared for you over the last few days.

This 'Comprehensive' property analysis is divided into three categories:

1. Similar properties that are **currently listed**
2. Similar properties that have **recently sold**
3. Similar properties that have **sales pending**

By carefully studying the comparable property locations, features, and the terms under which they are offered, we can develop a clear picture of the potential market for your property.

By looking at the properties currently listed, we can see exactly what alternatives a serious buyer has to choose from. We can be certain that we are not under pricing the property.

By looking at similar properties recently sold, we can see what homeowners have actually received over the last few months. This is the acid test that is used by lending institutions to determine how much they will be willing to lend a buyer for your home.

While we naturally want top market value for the home, we can agree that there's a point where the price would be too high. By doing our homework diligently, we can get maximum dollars in a reasonably short period of time.

AVOID THESE SELLING MISTAKES

1. **PRICING TOO HIGH**: It's no secret, price is everything. Overpricing does more to discourage buyers than any other single factor. When you overprice, you put your home in competition with homes that may be newer, larger or have more amenities than yours. You help your competition sell their home. This leads to long days on the market, and costs you, the seller, money in the long run. Make sure you get your pricing advice from a professional agent who knows the market.

2. **POOR CONDITION:** A home that is in ill repair, or otherwise poor condition, does not excite buyers. A home like this is looked at by buyers as a work project and money pit. Having your home in good repair and great showing condition will significantly improve your chances for a sale at top dollar value. Having your home pre-inspected by a termite and dry rot inspector will also have a positive impact on buyers.

3. **POOR CURB APPEAL**: Most buyers today want to drive by. If your home is an attractive drive-by, it will gain more attention and certainly more showings. Doing the little things to help your home's curb appeal will make a huge difference.

4. **DREARY DARK HOMES DON'T SELL**: Buyers like updated, light and bright homes. Dark carpets, paint, and curtains are often buyer turn-offs. Go through your home and remove clutter; touch up and update paint, counter tops, and carpets. Open your home up and make sure the sun shines in. Offensive odors from pets and smoking are also huge turn-offs to most buyers. Rid your home of offensive smells by burning scented candles and create a pleasant aroma. The most important rooms to concentrate on are the living room, family room, kitchen and master bedroom. Your entire home's atmosphere is set off by these rooms.

5. **DON'T BE PRESENT DURING SHOWINGS**: When your home is being shown, go for a drive or a walk. Take yourself, your family, and pets and let the agent and their clients have the freedom they need. An agent can always do their best job of showing your home when you are not underfoot. Buyers are more at ease and much more likely to spend time looking at your home's features and benefits.

6. **LET YOUR AGENT DO THE NEGOTIATING**: If there is ever a good reason to have a veteran agent working for you, it's during the negotiation of your home sale. A good negotiator can mean thousands of dollars to you, and will protect your interests. Don't let your emotions run wild during negotiations. Try to separate your emotions from your business side.

When Your Home Is Being Shown...

Keep jewelry & small items of value secure and out of sight.

Keep room draperies & shades open to let in light, and make rooms appear larger.

Tag items not included in sale (e.g. refrigerator).

Remove & replace items not included in the sale of your home (i.e. chandelier).

Have your home well-lighted during showings.

At night, turn on porch light and other outdoor lighting if you have it.

Neatness makes a room look larger. Avoid clutter.

Avoid having dishes in the sink or on counters.

Bikes, wagons and skateboards should not be in front yard.

Keep garage door closed.

Keep radio, stereo and TV turned low.

Plan to be away if your home is held open.

Refer direct inquires you receive about seeing your house to your REALTOR to take advantage of the professional skills available to you.

Keep pets outdoors when your house is being shown.

Let the Real Estate expert show your home. If possible, leave premises. If this is not possible, try to remain in an area NOT being shown by the sales person. By all means, avoid conversation with the prospective buyers.

Create a pleasant aroma through the home (e.g. cinnamon, apple etc.).

Make sure your home is warm in the winter and cool in the summer.

Remember...to be a seller you have to look at your home like a buyer.