

Comparative Market Analysis



Researched and prepared by
Don Leske

Subject Property

Prepared exclusively for
Mr and Mrs Smith

Prepared on
November 09, 2010

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Minimums and Maximums

This page summarizes key fields of the listings in this analysis.

The listings in this analysis can be summarized as follows:

Priced between \$150,000 and \$252,500

Selling Price between \$158,800 and \$200,000

3 to 5 Bedrooms

1.75 to 3.00 Bathrooms

1,756 to 2,316 Square Feet

\$77 to \$124 per Square Foot

\$0 to \$111 per Sold Square Foot

Built between 1920 and 2010

40 to 367 Days on Market

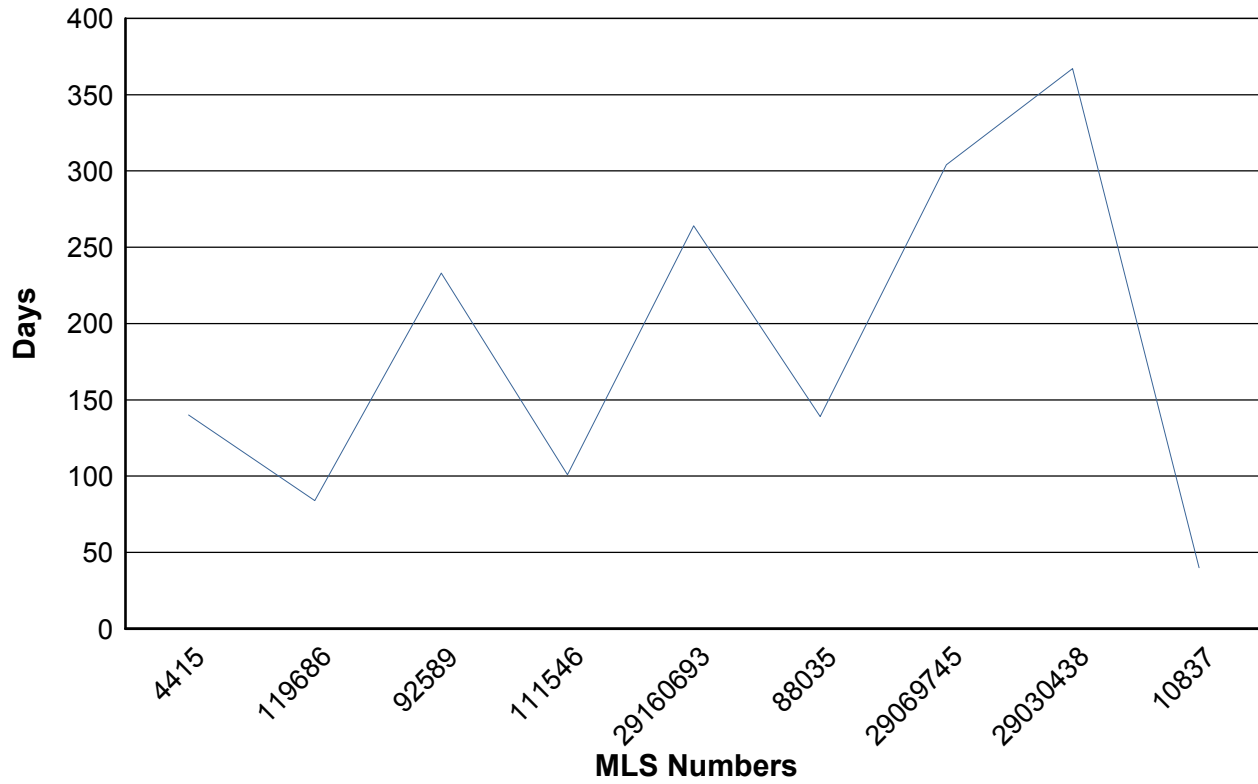




Number of Days On Market

This graph illustrates the number of days on market for the listings in this analysis.

Cumulative Days on Market



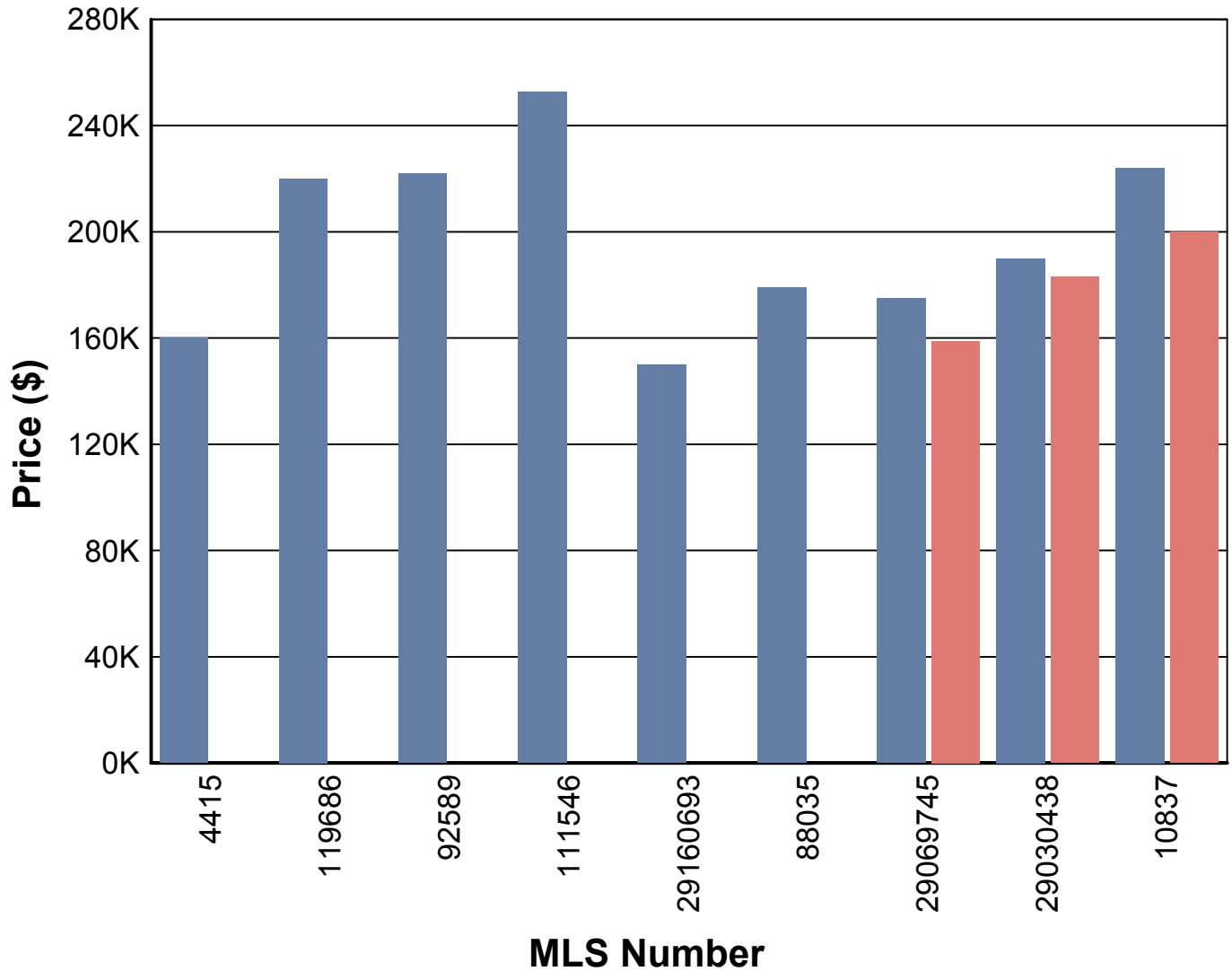


List Price and Sale Price

This graph illustrates the list price, along with sale price in Sold listings.

Price Graph

■ Listing Price ■ Selling Price





Pricing Recommendation

This page suggests a recommended selling price based on a thorough analysis of your property.

Estimated value is \$245-\$265. There are REO foreclosure and short sale homes selling for \$175-\$220K that will hurt the current value of this home. There are NO Actual comparable sales on MLS. I have found a few County recorded sales that I will provide to you. This property if SOLD will also be difficult to appraise since there are few to no comparable sale for the appraiser to compare this sale to.

In order for the home to sell in today's battered economic environment the property could sell for even less as there are no market sales.





Portrait Report

This report breaks down the compared properties by Status.

Active Properties

Address	City	Bd	Bth	SqFt	Lot Sz	Yr Blt	Date	\$/SqFt	CDOM	Orig Price	List Price
231 Mashell Ave	Eatonville	4	2.5	2039	7405	1920	1/8/10	78.47	140	\$160,000	\$160,000
161 Aspen Ct N	Eatonville	3	2	1776	11806	2000	8/18/10	123.87	84	\$220,000	\$220,000
771 Carriage Dr Ct W	Eatonville	5	2.75	2250	9600	2004	6/22/10	98.67	233	\$225,000	\$222,000
1091 Erin Lane W	Eatonville	4	2.5	2066	13068	2005	7/31/10	122.22	101	\$252,500	\$252,500
Listing Count	4	Averages		2033				\$106	140	\$214,375	\$213,625
				High	\$252,500			Low	\$160,000		Median \$221,000

Pending Properties

Address	City	Bd	Bth	SqFt	Lot Sz	Yr Blt	Date	\$/SqFt	CDOM	Orig Price	List Price
11116 428th St E	Eatonville	5	1.75	1936	33106	1995	10/14/10	77.48	264	\$229,000	\$150,000
525 Eatonville Hwy W	Eatonville	5	3	2316	6900	1998	10/20/10	77.29	139	\$240,000	\$179,000
Listing Count	2	Averages		2126				\$77	202	\$234,500	\$164,500
				High	\$179,000			Low	\$150,000		Median \$164,500

Sold Properties

Address	City	Bd	Bth	SqFt	Lot Sz	Yr Blt	Date	\$/SqFt	CDOM	Orig Price	List Price	Sale Price
229 Easton Ave W	Eatonville	3	2.5	1756	8276	2004	4/9/10	99.66	304	\$199,000	\$175,000	\$158,800
610 Williams Ct W	Eatonville	3	2	1794	10019	1990	6/16/10	105.85	367	\$219,950	\$189,900	\$183,000
106 Magill Rd N	Eatonville	4	2.5	1800	20473	2010	4/5/10	124.44	40	\$224,000	\$224,000	\$200,000
Listing Count	3	Averages		1783				\$110	237	\$214,317	\$196,300	\$180,600
				High	\$200,000			Low	\$158,800		Median \$183,000	
Report Count	9	Report Averages		1970				\$101	186	\$218,828	\$191,700	
				High	\$252,500			Low	\$150,000		Median \$183,000	





CMA Pro Report

These pages give a general overview of the selected properties.

Active Properties


LP: \$160,000	Active	231 Mashell Ave		
Listing # 4415	Prop Sub Type:	Residential		
	Beds:	4	Appx. SqFt:	2039
	Baths:	2.50	Acres:	0.170
	Lot #:		Year Built	1920
	Cov'd Parking:	Carport-Attached		
	New Cnstrct:			
	Subdivision:	Eatonville		
	School District:	Eatonville		
	Area:	124 - Eatonville		
	Map:	975		
	Grid:	D2		
	Style:	12 - 2 Story		
	Bldg Type:	Built On Lot		
	Waterfront:			
	View:	Mountain, Partial		

Remarks:

Hard to find 4 bedroom 2.5 bath home with Mtn View from upstairs. Large bonus room upstairs. Has been remodeled and has charm and character. Fantastic brickwork! Newer appliances and roof, new fence for back yard. Close to schools, shopping and parks. Large shed for storage. Lots of room! This Short Sale has been approved!

Directions:

South on 161 to Eatonville at stop sign Turn right on center street, turn left on Mashell Ave, house half mile on the left.

LP: \$220,000	Active	161 Aspen Ct N		
Listing # 119686	Prop Sub Type:	Residential		
	Beds:	3	Appx. SqFt:	1776
	Baths:	2.00	Acres:	0.271
	Lot #:		Year Built	2000
	Cov'd Parking:	Garage-Attached		
	New Cnstrct:			
	Subdivision:	Alder		
	School District:	Eatonville		
	Area:	124 - Eatonville		
	Map:	975		
	Grid:	C3		
	Style:	10 - 1 Story		
	Bldg Type:	Built On Lot		
	Waterfront:			
	View:			

Remarks:

Beautiful Rambler features 3 Bedrooms and an Office, 2 Bathrooms, Wide Hallways, Southern exposure makes this home nice and bright. The corner lot is .27 of an acre, the back yard is fenced and the landscape is in with a sprinkler system in place. Patio, Porch, Heat Pump, walk in pantry, finished garage and lots more. You have to see this home. Priced under assessed value to sell.

Directions:

South on 161 to street light in Eatonville. R on Center St. L on Eatonville HWY, R on Hilligoss, Turn R on to Grandview Estates look for Countryside Real Estate signs on the L.






CMA Pro Report

These pages give a general overview of the selected properties.

Active Properties


LP: \$222,000	Active	771 Carriage Dr Ct W			
Listing # 92589	Prop Sub Type:	Residential			
	Beds:	5	Appx. SqFt: 2250	Area:	124 - Eatonville
	Baths:	2.75	Acres: 0.220	Map:	975
	Lot #:	12	Year Built 2004	Grid:	C3
	Cov'd Parking:	Garage-Attached		Style:	14 - Split Entry
	New Cnstrct:			Bldg Type:	Built On Lot
	Subdivision:	Eatonville		Waterfront:	
	School District:	Eatonville		View:	Mountain, Partial, Territorial

Remarks:

Lovely 5 Bedroom home in great neighborhood. Fenced back yard with Mt. Rainier view from both decks. Spacious family rm, 2 bdrms which could be used for home office, large utility rm & 3/4 bth all on lower level. Upstairs has vaulted ceilings, Bay window, gas fireplace & an upper deck off kitchen. Very open layout with lots of natural light. RV parking on the side and dog run in back yard.

Directions:

Meridian into Eatonville, to Center St, right & follow curve to Left. You will be on Eatonville Hwy W. Follow to Emerald Ridge Dr & turn Right, first Left is Carriage Court W.

LP: \$252,500	Active	1091 Erin Lane W			
Listing # 111546	Prop Sub Type:	Residential			
	Beds:	4	Appx. SqFt: 2066	Area:	124 - Eatonville
	Baths:	2.50	Acres: 0.300	Map:	975
	Lot #:		Year Built 2005	Grid:	C3
	Cov'd Parking:	Garage-Attached		Style:	12 - 2 Story
	New Cnstrct:			Bldg Type:	Built On Lot
	Subdivision:	Eatonville		Waterfront:	
	School District:	Eatonville		View:	Mountain, Territorial

Remarks:

Contemporary 4 bedrooms. 2.5 baths, 3-car garage on large lot in beautiful Grandview Estates. Vaulted ceilings, open floor plan, tons of windows creating light & bright rooms. Granite counters, lots of cabinets & kitchen appliances included. Hardwood, carpet, & vinyl floors. 3 bedrooms with stunning Mt Rainier views-you won't believe it! Fireplaces in the master bedroom & family room. Air conditioned. Fenced yard, large deck for your BBQs & home entertaining. Home backs to a green belt setting.

Directions:

Eatonville Highway, left on Hillgoss Ln E, right on Erin Ln W, Home is first home on the right.





CMA Pro Report

These pages give a general overview of the selected properties.

Pending Properties


LP: \$150,000	Pending	11116 428Th St E		
Listing # 29160693	Prop Sub Type: Residential			
	Beds: 5	Appx. SqFt: 1936	Area: 124 - Eatonville	
	Baths: 1.75	Acres: 0.760	Map: 975	
	Lot #: 	Year Built 1995	Grid: C3	
	Cov'd Parking: Carport-Detached, Garage-Att	Style: 14 - Split Entry	Bldg Type: Built On Lot	
	New Cnstrct: 	Waterfront: 	View: Mountain	
	Subdivision: Eatonville			
	School District: Eatonville			

Remarks:

BACK ON MARKET.Full Mountain View of Rainier.Private road,super quiet,Shy of an Acre,completely fenced. Playground equipment included,imagine you kids in a big yard.5 bedroom 2 bath home.Wired for backup generator & heatpump.Wood floors thruout home.Very low taxes too! 2 car garage + 2 car carport(RV Pkg).Pick your own apples & cherrys for pie.Cement slab for basketball. USDA Approved for zero down.

Directions:

From Roy Y and Mountain Hwy follow 20 miles on Mt Hwy to left on Hilligoss, right on 428th St E home on rt.

LP: \$179,000	Pending	525 Eatonville Hwy W		
Listing # 88035	Prop Sub Type: Residential			
	Beds: 5	Appx. SqFt: 2316	Area: 124 - Eatonville	
	Baths: 3.00	Acres: 0.158	Map: 84	
	Lot #: 	Year Built 1998	Grid: d9	
	Cov'd Parking: Garage-Attached	Style: 12 - 2 Story	Bldg Type: Built On Lot	
	New Cnstrct: 	Waterfront: 	View: Mountain	
	Subdivision: Eatonville			
	School District: Eatonville			

Remarks:

Huge price reduction. This is a remarkable home in Eatonville. Walk to local parks, eating, shopping, church, library, kids even walk to great schools, this is location-location-location. Over 2300 square feet, 4 bedrooms, and 3 bathrooms, 2 car garage, country front porch, and nice back deck with an amazing view of Mt. Rainier. Close to fishing hot spots, you will also enjoy frequent visits from the local deer grazing in your yard, come see, and make yourself at home.

Directions:

Head into Eatonville on Washington Ave. take a rt, on Center at stop sign fallow up past key bank to sign on the left. Center turns into Eatonville HWY






CMA Pro Report

These pages give a general overview of the selected properties.

Sold Properties


SP: \$158,800	Sold	229 Easton Ave W		
Listing # 29069745	Prop Sub Type: Residential			
	Beds: 3	Appx. SqFt: 1756	Area: 124 - Eatonville	
	Baths: 2.50	Acres: 0.190	Map: 975	
	Lot #: 	Year Built 2004	Grid: C3	
	Cov'd Parking: None		Style: 12 - 2 Story	
	New Cnstrct: 		Bldg Type: Built On Lot	
	Subdivision: Eatonville		Waterfront: 	
	School District: Eatonville		View: 	

Remarks:

Vaulted ceilings, elegant tile entry, white panel doors, hemlock trim, beautiful wood wrapped windows, cozy gas fireplace & 5 pc. master bath.

Directions:

Hwy 161 S to Eatonville, at 4 way stop take right, at next stop go right. Take immediate left, left on Skylar, right on Kaitlyn, left on Easton to home on left


SP: \$183,000	Sold	610 Williams Ct W		
Listing # 29030438	Prop Sub Type: Residential			
	Beds: 3	Appx. SqFt: 1794	Area: 124 - Eatonville	
	Baths: 2.00	Acres: 0.230	Map: 975	
	Lot #: 	Year Built 1990	Grid: D2	
	Cov'd Parking: Garage-Attached		Style: 10 - 1 Story	
	New Cnstrct: 		Bldg Type: Built On Lot	
	Subdivision: Eatonville		Waterfront: 	
	School District: Eatonville		View: Territorial	

Remarks:

Great home in Eatonville backs to a forest of trees for privacy. 3 bedrooms, 2 bath, 1794 square foot home has skylights and vaulted ceilings. Room off the master bedroom can be nursery or office. Home sits high on the end of a cul-de-sac for great views of the land and foothills. Covered front porch. Top of the line airtight woodstove insert keeps the home cozy. A covered play area in the back yard is wired for a hot tub. The rear yard is very private. Large rear deck.

Directions:

Meridian E - right onto Carter St W, right onto Antonie Ave N, left onto Williams Ct W, home at end of cul-de-sac

SP: \$200,000	Sold	106 Magill Rd N		
Listing # 10837	Prop Sub Type: Residential			
	Beds: 4	Appx. SqFt: 1800	Area: 124 - Eatonville	
	Baths: 2.50	Acres: 0.470	Map: 995	
	Lot #: See at	Year Built 2010	Grid: G6	
	Cov'd Parking: Garage-Attached		Style: 12 - 2 Story	
	New Cnstrct: Completed		Bldg Type: Built On Lot	
	Subdivision: Eatonville		Waterfront: 	
	School District: Eatonville		View: City	

Remarks:

Brand New 3bed,3bth almost 1/2 acre in town.Close to schools,librarys,stores all within walking distance. beautiful cabinets, real hardwood floors,tiled baths(master 5pc)covered concrete porch, all this and landscaped and 3/4 fenced. Don't miss out on this one.

Directions:

From Meridian (Puyallup) go north to Eatonville, at blinking light turn left about 1/8 mile see Magill and sign.



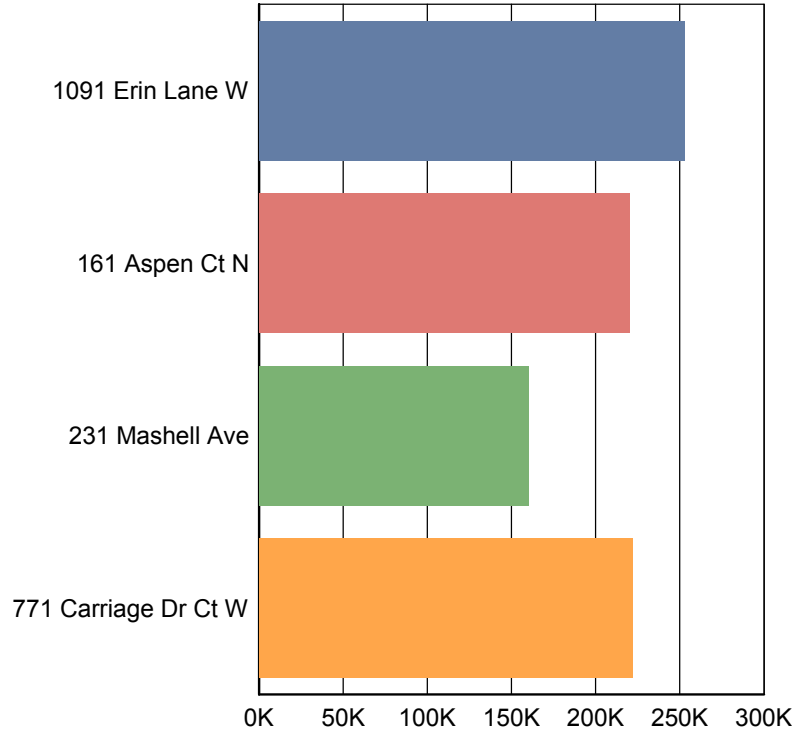


CMA Pro Report

These pages give a general overview of the selected properties.

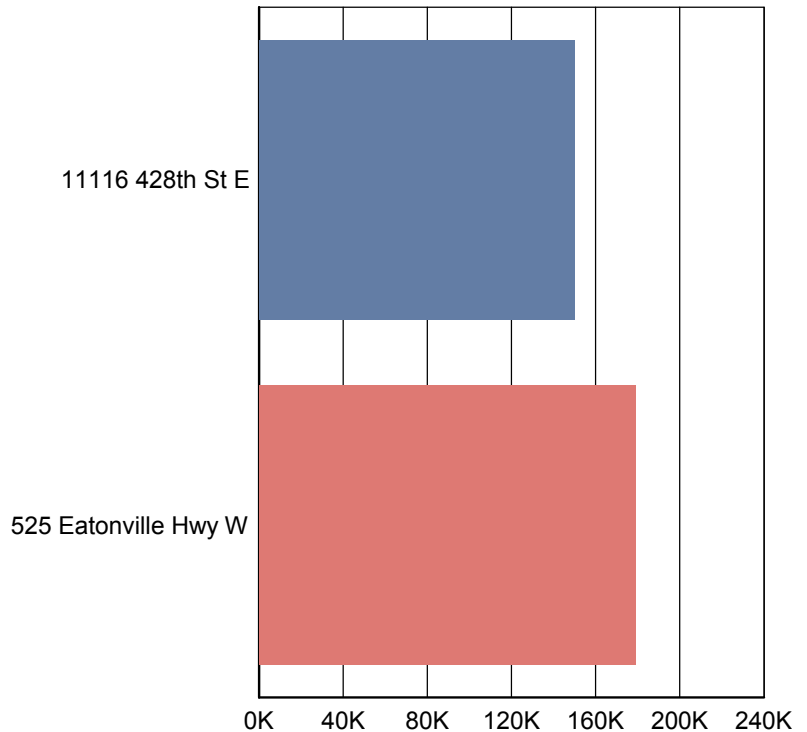
Active Properties

Total # of Listings	4
Lowest Price	\$160,000
Highest Price	\$252,500
Average Price	\$213,625
Avg. Price/SqFt	\$105.81
Avg CDOM	140



Pending Properties

Total # of Listings	2
Lowest Price	\$150,000
Highest Price	\$179,000
Average Price	\$164,500
Avg. Price/SqFt	\$77.38
Avg CDOM	202



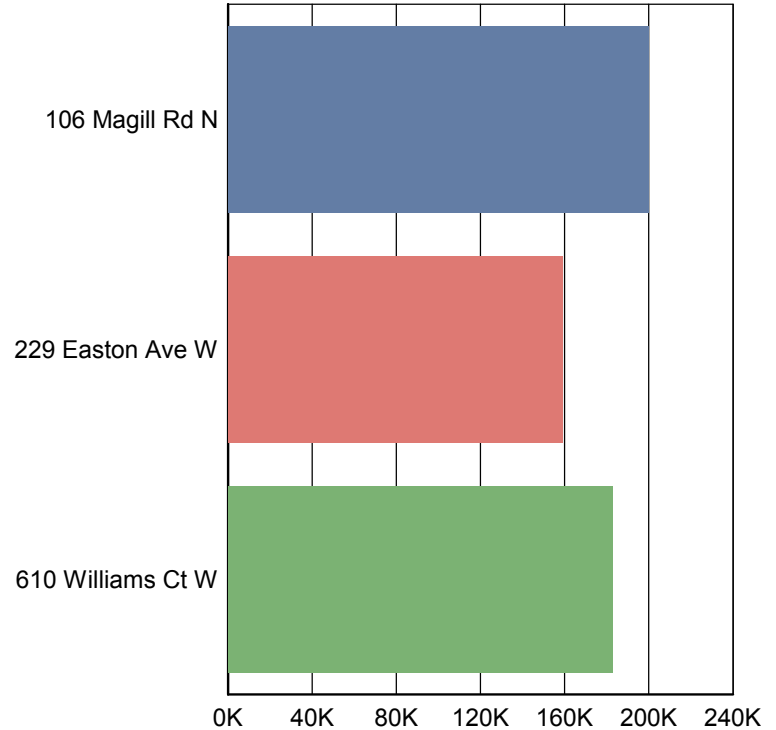


CMA Pro Report

These pages give a general overview of the selected properties.

Sold Properties

Total # of Listings	3
Lowest Price	\$158,800
Highest Price	\$200,000
Average Price	\$180,600
Avg. Price/SqFt	\$101.18
Avg CDOM	237

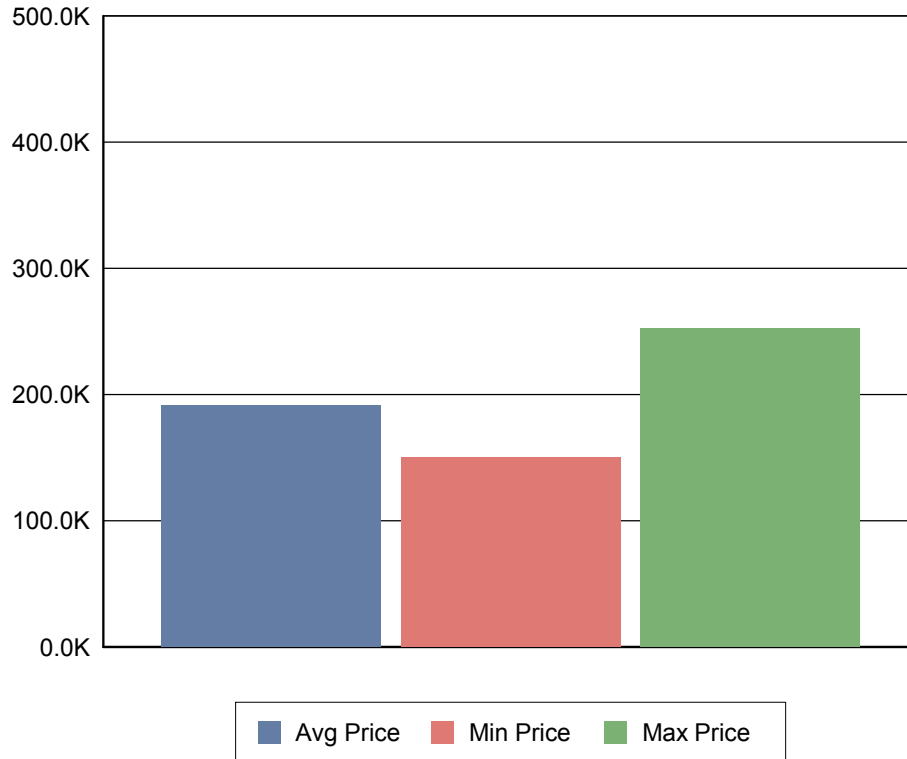




CMA Pro Report

These pages give a general overview of the selected properties.

Summary Graph/Analysis



Cumulative Analysis

Listing Category	Lowest Price	Highest Price	Average Price	Avg \$ Per
Active	\$160,000	\$252,500	\$213,625	\$105.81
Pending	\$150,000	\$179,000	\$164,500	\$77.38
Sold	\$158,800	\$200,000	\$180,600	\$101.18
Totals / Averages	\$150,000	\$252,500	\$191,700	\$97.95

Sold Property Analysis

Address	List Price	Sold Price	CDOM	%SP/LP	SP/Sqft
229 Easton Ave W	\$175,000	\$158,800	304	-%9.26	\$90.43
610 Williams Ct W	\$189,900	\$183,000	367	-%3.63	\$102.01
106 Magill Rd N	\$224,000	\$200,000	40	-%10.71	\$111.11
Total Averages	196,300	180,600	237	-%7.87	\$101.18





CMA Pro Report

These pages give a general overview of the selected properties.

Property Summary

S	Street Address	Bds	Bth	Sqft	L Price	S Price	Sold Date	CDOM
A	231 Mashell Ave	4	3	2,039	\$160,000			140
A	161 Aspen Ct N	3	2	1,776	\$220,000			84
A	771 Carriage Dr Ct W	5	3	2,250	\$222,000			233
A	1091 Erin Lane W	4	3	2,066	\$252,500			101
P	11116 428th St E	5	2	1,936	\$150,000			264
P	525 Eatonville Hwy W	5	3	2,316	\$179,000			139
S	229 Easton Ave W	3	3	1,756	\$175,000	\$158,800	04/09/2010	304
S	610 Williams Ct W	3	2	1,794	\$189,900	\$183,000	06/16/2010	367
S	106 Magill Rd N	4	3	1,800	\$224,000	\$200,000	04/05/2010	40



Comparative Market Analysis

1234 Any Street Ct N
Sample City, 98328



Tuesday, November 9, 2010

CMA 1 Line (Portrait)

This page displays the comparable listings detailed in 1-Line format.

Single Family

Active Properties

Address	City	Map	Bd	Bth	SqFt	Lot Sz	Year	Date	\$/SqFt	CDOM	Orig Price	List Price
231 Mashell Ave	Eatonville	975, D2	4	2.50	2,039	0.170	1920	01/08/10	\$78.47	140	\$160,000	\$160,000
161 Aspen Ct N	Eatonville	975, C3	3	2.00	1,776	0.271	2000	08/17/10	\$123.87	84	\$220,000	\$220,000
771 Carriage Dr Ct W	Eatonville	975, C3	5	2.75	2,250	0.220	2004	06/22/10	\$98.67	233	\$225,000	\$222,000
1091 Erin Lane W	Eatonville	975, C3	4	2.50	2,066	0.300	2005	07/31/10	\$122.22	101	\$252,500	\$252,500

Listing Count :	4	Averages:	2,033		\$105.81	140	\$214,375	\$213,625	
		Price :	High	\$252,500	Low	\$160,000	Median	\$213,625	

Pending Properties

Address	City	Map	Bd	Bth	SqFt	Lot Sz	Year	Date	\$/SqFt	CDOM	Orig Price	List Price
11116 428th St E	Eatonville	975, C3	5	1.75	1,936	0.760	1995	10/14/10	\$77.48	264	\$229,000	\$150,000
525 Eatonville Hwy W	Eatonville	84, d9	5	3.00	2,316	0.158	1998	10/20/10	\$77.29	139	\$240,000	\$179,000

Listing Count :	2	Averages:	2,126		\$77.38	202	\$234,500	\$164,500	
		Price :	High	\$179,000	Low	\$150,000	Median	\$164,500	

Sold Properties

Address	City	Map	Bd	Bth	SqFt	Lot Sz	Year	Date	\$/SqFt	CDOM	Orig Price	List Price	Sold Price	SP%LP
229 Easton Ave W	Eatonville	975, C3	3	2.50	1,756	0.190	2004	04/09/10	\$90.43	304	\$199,000	\$175,000	\$158,800	90.74
610 Williams Ct W	Eatonville	975, D2	3	2.00	1,794	0.230	1990	06/16/10	\$102.01	367	\$219,950	\$189,900	\$183,000	96.37
106 Magill Rd N	Eatonville	995, G6	4	2.50	1,800	0.470	2010	04/05/10	\$111.11	40	\$224,000	\$224,000	\$200,000	89.29

Listing Count :	3	Averages:	1,783		\$101.18	237	\$214,317	\$196,300	\$180,600	92.13
		Price :	High	\$200,000	Low	\$158,800	Median	\$180,600		

Grand Totals

Count :	9	Averages:	\$/SqFt: \$97.95	CDOM: 186	OP: \$218,828	LP: \$196,933	SP: \$180,600
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Comparative Market Analysis

1234 Any Street Ct N
Sample City, 98328



Tuesday, November 9, 2010

Summary of Comparable Listings

This page summarizes the comparable listings contained in this market analysis.

Active listings

Address	L/S Price	Bd	Bth	Sqft	\$/Sq	Built	MLS #	Date	CDOM
1234 Any Street Ct N		4	2.75	2,215		2004			
231 Mashell Ave	\$160,000	4	2.50	2,039	\$78	1920	4415	01/08/2010	140
161 Aspen Ct N	\$220,000	3	2.00	1,776	\$124	2000	119686	08/17/2010	84
771 Carriage Dr Ct W	\$222,000	5	2.75	2,250	\$99	2004	92589	06/22/2010	233
1091 Erin Lane W	\$252,500	4	2.50	2,066	\$122	2005	111546	07/31/2010	101
	\$213,625	4.0	2.40	2,033	\$106				140

Pending listings

Address	L/S Price	Bd	Bth	Sqft	\$/Sq	Built	MLS #	Date	CDOM
1234 Any Street Ct N		4	2.75	2,215		2004			
11116 428th St E	\$150,000	5	1.75	1,936	\$77	1995	29160693	10/14/2010	264
525 Eatonville Hwy W	\$179,000	5	3.00	2,316	\$77	1998	88035	10/20/2010	139
	\$164,500	5.0	2.40	2,126	\$77				202

Sold listings

Address	L/S Price	Bd	Bth	Sqft	\$/Sq	Built	MLS #	Date	CDOM
1234 Any Street Ct N		4	2.75	2,215		2004			
229 Easton Ave W	\$158,800	3	2.50	1,756	\$90	2004	29069745	04/09/2010	304
610 Williams Ct W	\$183,000	3	2.00	1,794	\$102	1990	29030438	06/16/2010	367
106 Magill Rd N	\$200,000	4	2.50	1,800	\$111	2010	10837	04/05/2010	40
	\$180,600	3.3	2.30	1,783	\$101				237

Median: **\$183,000**
Average: **\$191,700**





The Importance of Pricing

This chart highlights the importance of pricing correctly at market value.



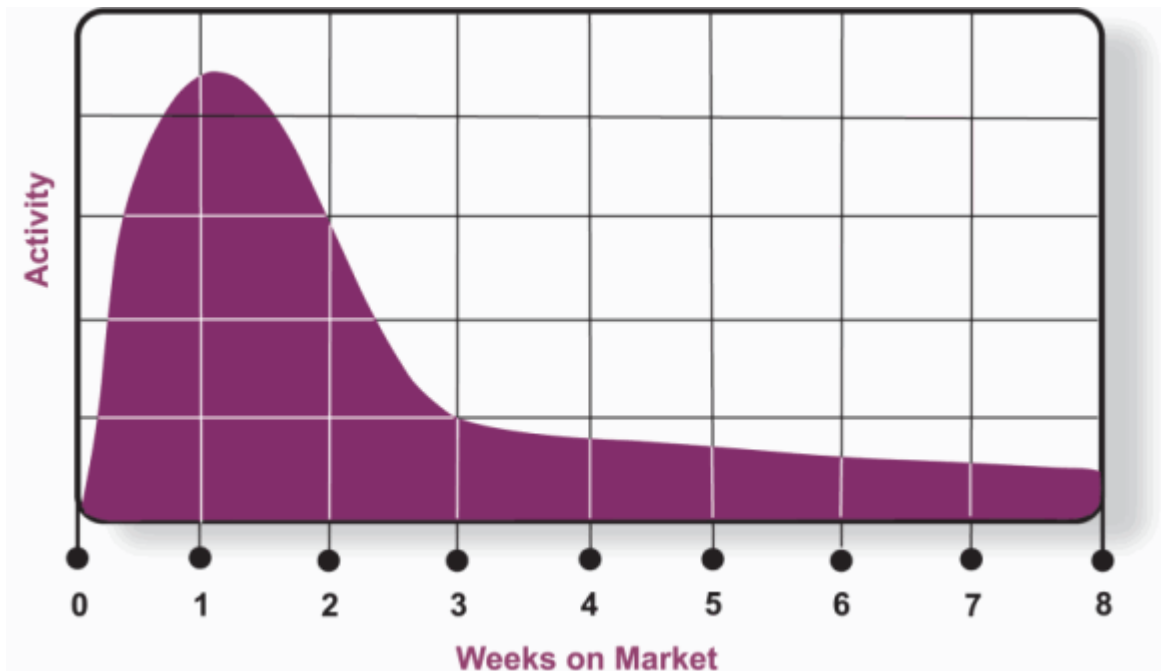
This graph illustrates the importance of pricing correctly. The centerline represents market value. As you move above this market value, you attract much smaller percentage of prospective buyers, greatly reducing your chances of a sale. Conversely, as you move below market value, you attract a much larger percentage of potential buyers.





Activity vs. Timing

This chart highlights the importance of pricing correctly at market value.



This chart illustrates the level of excitement and interest in a new listing over time. It also demonstrates the importance of pricing correctly. When a property is first listed, it generates a very high level of interest from prospective buyers, which reduces dramatically over time. It is important to be priced correctly from the beginning, during the peak of this curve.

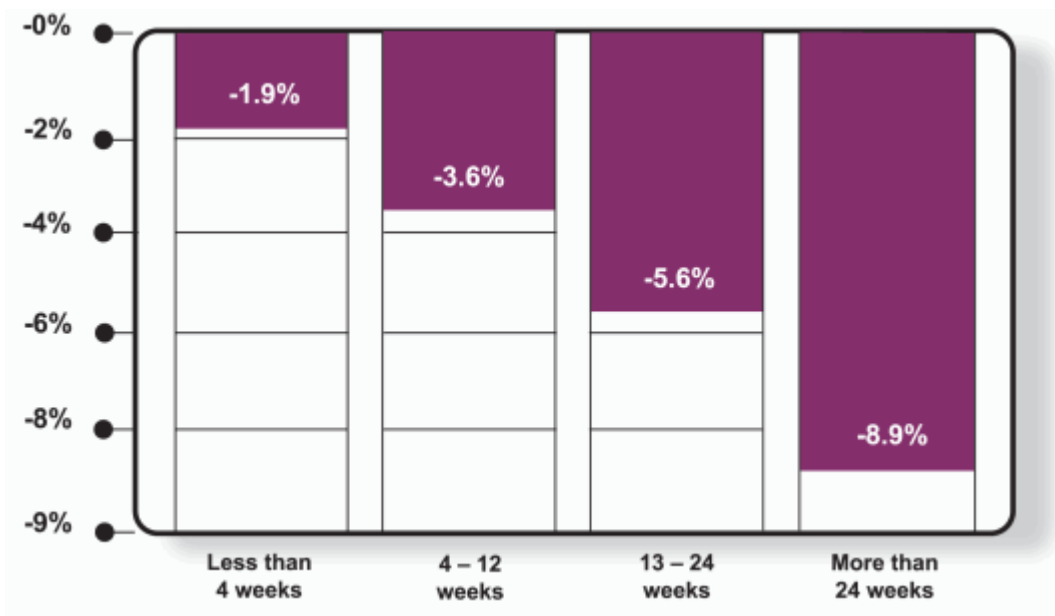




The Effect of Over Pricing

This chart highlights the importance of pricing correctly at market value.

This is the average percentage difference between the Selling and Asking Price by the length of time the home was on the market.



- Put your best foot forward immediately
- Establish a competitive asking price
- Keep your home in top showing condition
- Offer favorable financing terms





The Pitfalls of Overpricing

This chart highlights the importance of pricing correctly at market value.

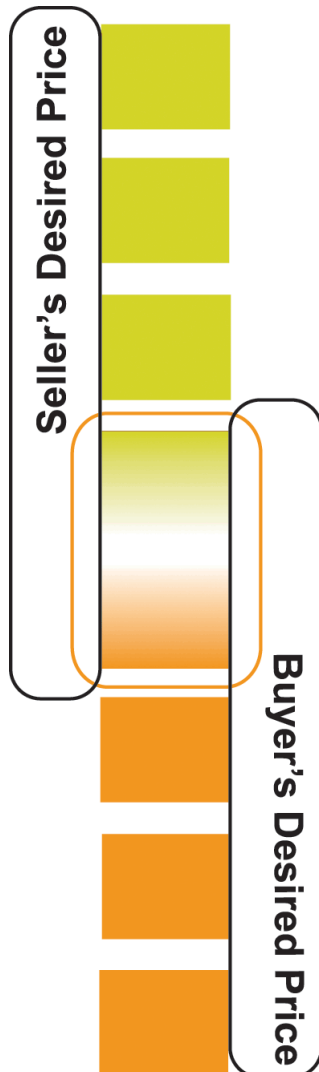
Overpricing your house in the belief that you can reduce the price back later is a strategy that can backfire badly. For example, by the time you reduce your price, you may miss out on a surge of interest in properties like yours. Also, if prices are lowered, buyers may wonder if there's something wrong with the property that kept other buyers away. So to keep from selling your property at below market value and from wasting valuable time, don't fall into the overpricing trap.





Setting the Price

This chart highlights the importance of pricing correctly at market value.



When setting a price for your property, the listing level must strike a balance between the seller's need to achieve the best-possible return and the buyer's need to get good value. With many years of experience, a professional Real Estate Agent can help you set a price that will accomplish both objectives.

Establishing market value

The market value of your property is determined in exactly the same way as any other commodity – what a buyer is willing to pay for it in today's market. Despite the price you paid originally, or the value of any improvements you may have made, the value is determined by market forces.

Look at the competition

Buyers look at about a dozen properties on average before making an offer on a property. As a result, they have a good overview of the market and will compare your property against the competition. If it's not in line with similar properties that are available, buyers won't consider it good value for money.



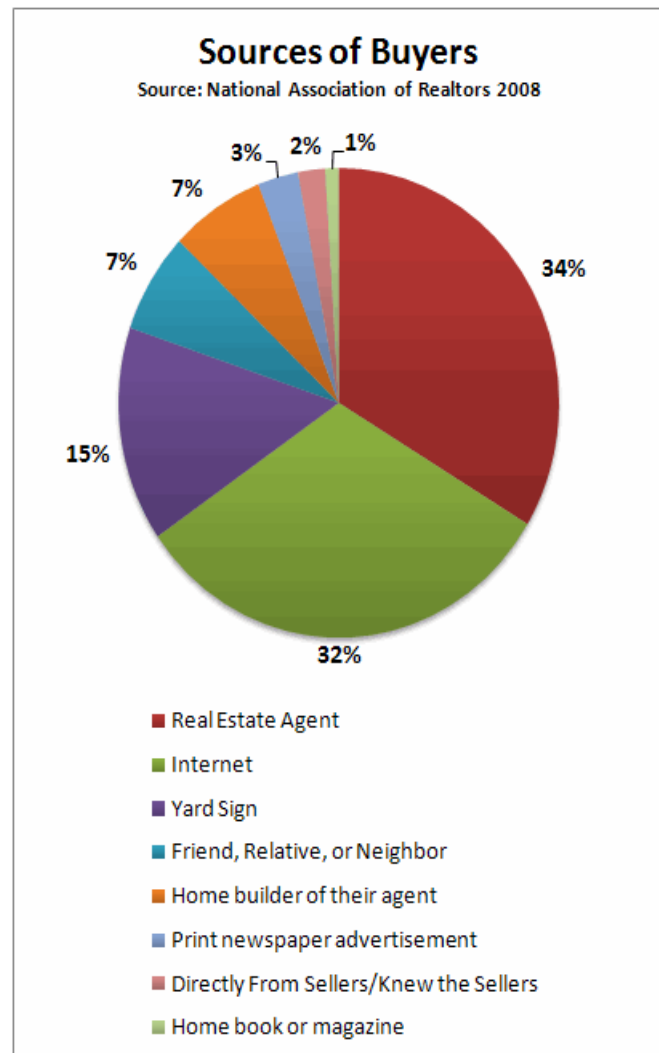


Sources of Buyers

This page illustrates the primary sources of buyers for your property.

When you want a buyer, come to us first

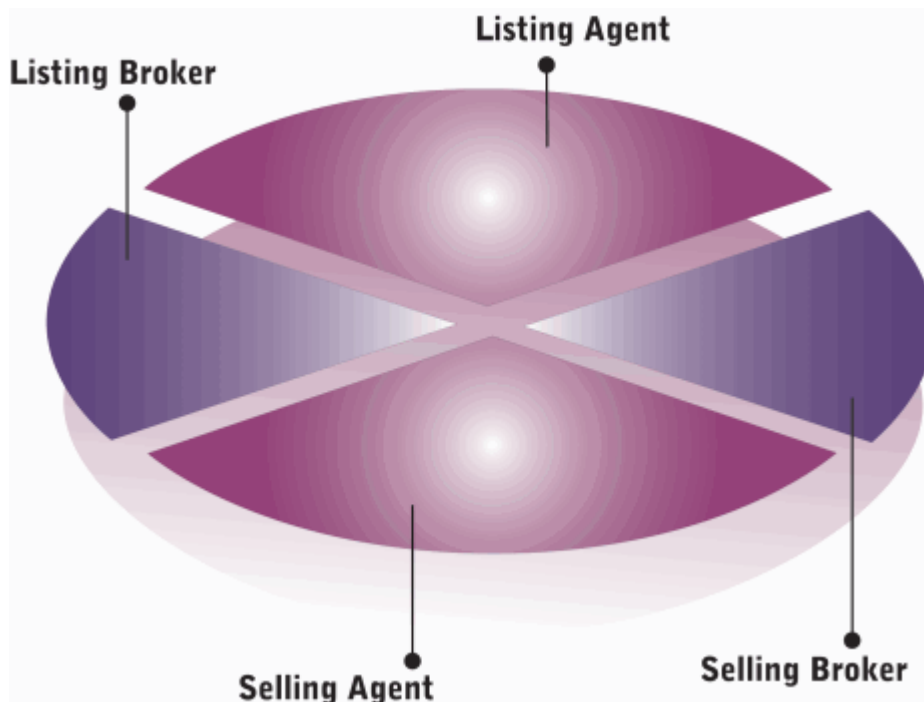
There are several excellent reasons for selecting a professional Real Estate Agent to handle the sale of your property. For starters, our long-standing real estate expertise gives us the ability to network with other firms' agents to promote your property to the widest possible audience, including the Internet. Selling your property depends on a lot more than advertising and signage – it takes referrals, word-of-mouth advertising, and networking.





Where a Commission Goes

This page describes how a commission is divided amongst all of the parties involved.



After a successful sale of your property, the real estate commission is shared among all who assisted in this important transaction. Generally, the commission is divided four ways: to the listing broker, the listing agent, the selling broker and the selling agent. In recognition of the important roles each played in the sale of your property, each is compensated by a percentage of the commission.





My Guarantee to You

This page is my personal guarantee to you.

A guarantee you can count on

I'm so committed to meeting your sales objectives in a professional and pleasing manner, that I am willing to put our guarantee in writing.

My Performance Guarantee

I will develop a Property Marketing Plan that clearly spells out the methods I will use to promote your property to the widest-possible audience.

If I don't act according to the agreed activities in the Plan, you may:

- Advise me that you aren't satisfied and ask for a revision of the Plan

or

- Cancel the Listing Agreement

Your complete satisfaction is my foremost concern.

Date





Steps to a Positive Showing

This page describes the key steps to making for a positive showing of your property.

You only get one opportunity to make a good impression, so you want to make it count. By following these guidelines, you'll enhance the attractiveness of your property and reduce the time it takes to generate serious offers.

First Impressions

How your property appears from the outside is important. To make a good first impression on a buyer, a clean driveway, a freshly mown lawn or a trimmed hedge will work wonders.

Do a critical inspection of the exterior of your property, paying special attention to the condition of your windows, shutters, screens and gutters. One of the first things a buyer will notice is the need for painting. If your property looks like it needs painting, many buyers will form an unfavorable impression. Elsewhere, little things count. Make sure the front door is spotless, including the doorknob, and that the windows gleam.

Cleanliness Counts

Once inside your property, one of the key factors that influences its appeal to a buyer is cleanliness. Most important is front hallway, the kitchen and the bathrooms. Do a room-by-room cleaning, and don't forget any out-of-sight areas because that's often where a discriminating buyer will look first.

The state of the carpets can also be a determining factor. At the very least, have your carpets cleaned, and if they are worn, it's wise to replace them, or remove them if there is hardwood underneath.

Less is More

Clutter makes a poor impression. In closets, cabinets, kitchen countertops and other storage areas like basements, remove anything not needed for daily housekeeping. To make each room in your property look larger, get rid of or donate unnecessary furniture. Walk through your property and think: "Less is more."

Repairs

Make sure everything is in good working order. Dripping faucets, squeaky steps and loose doorknobs can easily create a bad impression and reduce the value of your property. A few hours spent on repairs, whether by yourself or a tradesman, can pay big dividends when an offer is made.

Little Things Count

It's easy to improve the appearance of any room. You may want to replace worn rugs or small pillows, put new towels in the bathroom or brighten up a room with a vase of flowers.

Pull Together

Get all the members of your household to pull together when it comes to getting – and keeping – your property ready to view. By getting everyone into the habit of spending a few minutes tidying up every morning for an afternoon showing, you improve your chances considerably.





What it Takes to Show

This page describes what it takes to show your property.

Scheduling the Showing

Coordination is the key. Before showing or previewing your property, all sales associates from our firm or a cooperating broker will contact you to schedule an appointment. You will then be notified of the timing, and, if it's acceptable, the appointment will be confirmed. If you can't be reached, the showing will proceed on the understanding that you wouldn't want to miss any chances for interested buyers to view your property.

Timing

Ordinarily, you'll get plenty of notice about an appointment request. Some buyers, however, may ask to see your property as soon as possible. In such cases, a showing could take place within an hour or so. If a buyer requests a change to the timing of a scheduled showing, you'll be given as much notice as possible.

Special Instructions

Any special instructions you may have given to your listing agent, such as information on pets, parking or security, will be listed in your property file and thoroughly explained to the sales associate who requested the showing.

The Showing

If you're not on hand during a showing, the sales associate will use the property's lock box to enter. If you're available, sales associates will introduce themselves and give you a business card.

Privacy

The fewer people around during a showing, the better. It's also a good rule to let the buyer roam freely and discuss the property with the sales associate without interruption. A properly briefed sales associate will know the buyer's needs and will be able to point out the features that meet the requirements.

Contact Information

If you're not going to be available to approve an appointment request, it's important to notify your sales associate. By leaving a telephone number where you can be contacted, you can be notified immediately about an offer.

Previews

Occasionally, sales associates may schedule an appointment to view your property without a buyer. By familiarizing themselves with what's on the market, they will be an excellent position to alert a buyer to a property that fits the bill.

Unscheduled Appointments

Ask any people who show up to view your property without an appointment to telephone the listing agent to request a showing. Even if the person identifies himself or herself as a licensed sales associate, an appointment request must be made first through your listing agent.



Comparative Market Analysis



Researched and prepared by
Don Leske

Subject Property

Prepared exclusively for
Mr and Mrs Smith

Prepared on
November 09, 2010



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