



## Comparative Market Analysis

To establish top market value of

# 6736 37th Avenue SW

Prepared for Seller Jane



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Prepared for Seller Jane  
By Colin Burton

**Date:** October 04, 2017

**To:** Seller Jane

**From:** Colin Burton

**Re:** Comparative Market Analysis

I know that your home is probably the most valuable possession you have.

In fact, many of the people I serve have only the equity in their property to see them through their retirement years. With this in mind, I wish to thank you for trusting me to help you through the process of selling your home.

My first objective is to help you set a listing price that represents your property's top market value -- an objective that requires a thorough understanding of the market. To help you in this regard, I've included a detailed market analysis that provides information about similar properties in your area that are currently for sale or recently sold. It has been prepared to ensure that you make the most informed decision you can when pricing your property.

Additionally, this presentation also includes a description of my marketing strategy, as well as tips for making your home as attractive as possible to prospective buyers. You'll also find extensive information that will help you feel confident that you are being represented by an agent and company that is second to none.

I welcome the opportunity to serve you, and encourage you to contact me whenever you have questions about the marketing and sales process.

Sincerely,

Colin Burton



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# My Professional Resume

## Experience

{Enter details of your real estate and business experience here.}

## Education

{Enter details of your education here.}

## Professional Affiliations

{Enter your professional affiliations here.}

## Community Involvement

{Enter details of your community involvement here.}

## Background, Family And Hobbies

{Enter a brief overview paragraph about yourself, your family, your background in your selling area and others, your hobbies, etc.}



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## Recent Testimonials

Here are a few testimonials from some of my recent clients. I have many more if you'd like to see them.

{Enter first testimonial here}

{Enter second testimonial here}

{Enter third testimonial here}

{Enter fourth testimonial here}

{Enter fifth testimonial here}



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## My Marketing Action Plan

My strategy for getting your property sold for top market value is a simple but effective one: I'll maximize its market exposure so you attract as many qualified, motivated buyers as possible. I'll also keep you fully informed of all my activities, as well as all developments related to the listing.

Specifically, I will market your property through:

- Multiple Listing Service (MLS)
- topproducer.com
- www.REALTOR.com
- Local Real Estate paper
- Community & School Reports to all buyer prospects
- Direct mail and email campaigns
- Direct email notices
- Home Highlight sheets to all agents in my company's local offices
- Notifying all potential buyers in my database
- Notifying the area's top 50 REALTORS
- REALTOR tours
- Open houses
- For Sale sign

In addition, I will:

- Help you determine the best asking price
- Offer proven advice on how to prepare your property for showings
- Call you regularly and also provide you with a Customer Service Web Page so you stay fully informed of everything I do to sell your home
- Provide feedback from all showings and open houses
- Update you on money market changes that could affect your property's sale
- Pre-qualify motivated, potential buyers
- Present and discuss each offer with you and provide a "cash in pocket" statement
- Negotiate the highest possible price and best terms for you
- Manage all contractual, title and transaction details and keep you informed
- Ensure your cheque is delivered at closing
- Arrange for a moving company and relocation agent, if required



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# Preparing Your Home to Sell

When presenting your home to prospective buyers, first impressions are crucial. Buyers begin judging your home the moment they see it, and generally they prefer homes that are well-maintained, clean and clutter-free -- homes they can picture themselves living in. That is why home improvements -- particularly if they address the anticipated needs of buyers -- can boost your home's saleability and sale price.

Here are a few proven, cost-effective tips that will help your home look its best:

## **Exterior**

- Mow and rake the lawn, trim hedges, weed and edge gardens
- Sweep sidewalks and driveway, pick up any litter
- Repair gutters and eaves, touch up exterior paint
- Plant extra flowers for color, or place potted plants beside the front door
- Clean or paint front door, polish front door hardware, ensure doorbell works

## **Interior**

- Clean and tidy the entrance, clear stairs and halls, store all excess furniture
- Brighten interiors with fresh, light-toned paint
- Brighten rooms by installing high wattage light bulbs and turning them on
- Shampoo carpets, clean and wax floors
- Organize kitchen countertops -- removing appliances if necessary -- to make them look spacious
- Clean kitchen countertops, cabinets, appliances, washer and dryer
- Organize and clean out closets to make them look larger
- Clean and freshen bathrooms, put out clean towels, minimize clutter
- Clean mirrors and windows so they sparkle
- Organize and clean garage and basement
- Perform necessary minor repairs and touch-ups to walls, windows, fixtures, etc.

## **Tips For Showings And Open Houses**

- Be absent so buyers feel more comfortable making comments
- Light the fireplace, open the drapes, play quiet background music
- Keep pets outdoors

These are just a few ideas to get you started. I know what today's buyers are looking for and can provide more ideas that will maximize your home's appeal. Remember, a few easy and inexpensive improvements can produce big returns on your investment.



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# Market Analysis Explanation

The following pages provide a comprehensive analysis of properties similar to yours that are currently for sale, or were recently for sale, in your area.

By carefully reviewing the locations and features of these "comparables" you'll be better able to approximate your property's ultimate selling price, which can be defined as the highest price that the market will recognize and pay. Approximating your property's selling price will then help you to strategically determine a listing price that enables you to successfully sell your property for its top market value.

This analysis is divided into four categories:

1. Comparable properties that are currently for sale.
2. Comparable properties that have recently sold.
3. Comparable properties with sales pending.
4. Comparable properties that failed to sell.

Looking at the properties currently for sale will enable you to assess the alternatives that a serious buyer has to choose from. It will also help to insure that you do not underprice your property.

Looking at properties that have recently sold will enable you to see what home sellers in your area have actually received over the last few months. It is also important to note that these selling prices are used by lending institutions to determine how much they will lend buyers for a home like yours.

Looking at properties that failed to sell will help you to avoid listing your property at a price that does not attract qualified, motivated buyers. As you will see in the pages ahead, overpricing a property often results in sellers actually getting less money than they would if they had priced it realistically in the first place.

The bottom line is that studying what has recently worked -- and what hasn't -- in your area will help you to develop a clear picture of the potential market for your property. This will in turn enable you to strategically price, position and stage your property such that you sell it for top dollar in a reasonable time frame, with the least inconvenience for you.





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## Subject Property



### 6736 37th Avenue SW

140 - West Seattle

<b>Style</b>	2 Stories w/Bsmnt
<b>List \$/Sqft</b>	
<b>Square Ft</b>	2520
<b>Bedrooms</b>	4
<b>Baths</b>	1 / 2 / 0
<b>Parking</b>	2,Garage-Detached
<b>Taxes</b>	\$7,062
<b>List Date</b>	08/23/2016
<b>DOM</b>	407
<b>Age</b>	90
<b>Lot Size</b>	6302
<b>Levels</b>	3

**Features:** Architecture: Craftsman, Interior: Bath Off Master, Dbl Pane/Storm Windw, Dining Room, Fireplace In Mstr Br, French Doors, High Tech Cabling, Jetted Tub, Walk-In Closet, Wet Bar, Floor: Ceramic Tile, Hardwood, See Remarks, Slate, Wall To Wall Carpet, Appl: Dishwasher, Double Oven, Dryer, Garbage Disposal, Range/Oven, Refrigerator, Washer, Firepl: 2, Heat/Cool: 90%+ High Efficiency, Central

**Comments:** Escape the ordinary. Reborn 1927 craftsman enjoys sweeping sound & mountain views. The main floor flows from the impressive living room w/box beam ceilings & crown molding, to the gourmet kitchen with built in dinette & gas range, easily enter the large formal dining room to serve your guests or let the party spill out to the back deck. Upstairs is your retreat to a fabulous fully appointed master suite where you can enjoy views of the water, even a peek of the seattle skyline.



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## Current Listings

1404 105th Lane, Long 5406 122nd Avenue E, 17404 125th Avenue Ct 19809 13th Drive SE,



930 - \$399,000

**Style** 2 Story  
**List \$/Sqft** \$106  
**Square Ft** 3758  
**Bedrooms** 5  
**Baths** 3 / 1 / 0  
**Parking** 2, Garage-  
**Taxes** \$4,282  
**List Date** 2/22/2017  
**DOM** 224  
**Age** 41  
**Lot Size** 20000  
**Levels** 2

**Features:** Interior: 2nd Kitchen, 2nd Master Br, Bath Off Master, Dbl Pane/Storm Windw, Dining Room, Floor:

**Comments:** You want options, you've got them! West side, excellent r3 zoning, and close to town. Excellent opportunity to continue the very profitable vacation rental (averaging



72 - \$515,000

**Style** 2 Stories  
**List \$/Sqft** \$153  
**Square Ft** 3360  
**Bedrooms** 5  
**Baths** 3 / 0 / 0  
**Parking** 2, Carport-  
**Taxes** \$5,220  
**List Date** 5/2/2017  
**DOM** 155  
**Age** 31  
**Lot Size** 12375  
**Levels** 3

**Features:** Floor: Ceramic Tile, Vinyl, Wall To Wall Carpet, Appl: Dishwasher, Microwave, Range/Oven, Refrigerator, Firepl: 2,

**Comments:** Welcome to edgewood! This gorgeous home features hardwood floors, newer carpet, french doors to expansive multi-level deck w/ trex surface, kitchen with oak cabinets,



88 - \$552,990

**Style** 2 Story  
**List \$/Sqft** \$157  
**Square Ft** 3523  
**Bedrooms** 5  
**Baths** 2 / 1 / 1  
**Parking** 3, Garage-  
**Taxes**  
**List Date** 3/24/2017  
**DOM** 194  
**Age** 0  
**Lot Size** 6000  
**Levels** 2

**Features:** Architecture: Craftsman, Interior: Bath Off Master, Dbl Pane/Storm Windw, Dining Room, Walk In

**Comments:** This beautiful 3,523 sq ft home boasts an open concept main floor w/ elegant handscraped hardwoods throughout entry, kitchen & dining nook. Guest suite &



610 - \$949,900

**Style** 1 Story  
**List \$/Sqft** \$251  
**Square Ft** 3784  
**Bedrooms** 5  
**Baths** 3 / 0 / 1  
**Parking** 5, Carport-  
**Taxes** \$6,240  
**List Date** 5/5/2017  
**DOM** 152  
**Age** 30  
**Lot Size** 69260  
**Levels** 2

**Features:** Architecture: Contemporary, Interior: 2nd Kitchen, Bath Off Master, Dbl Pane/Storm Windw, Dining Room,

**Comments:** Spectacular one of a kind fully updated contemporary 3784 sqft home on 1.59 private acres w/picturesque n. Creek! Plan boasts impressive soaring



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## Current Listings

2754 82nd Avenue Ct E, 1609 85th Ave Ne,



72 - \$474,995

**Style** 2 Story  
**List \$/Sqft** \$158  
**Square Ft** 3008  
**Bedrooms** 5  
**Baths** 2 / 1 / 0  
**Parking** 2, Garage-  
**Taxes**  
**List Date** 5/7/2017  
**DOM** 150  
**Age** 0  
**Lot Size** 4141  
**Levels** 2

**Features:** Architecture: Craftsman, Interior: Bath Off Master, Dbl Pane/Storm Windw, Walk-In Closet, Floor: Ceramic

**Comments:** The lexington offers so much living space including an open concept gourmet kitchen w/ oversized island, stainless steel appliances, granite slab countertops &



520 - \$4,388,000

**Style** 2 Story  
**List \$/Sqft** \$731  
**Square Ft** 6004  
**Bedrooms** 5  
**Baths** 2 / 3 / 1  
**Parking** 3, Garage-  
**Taxes** \$7,139  
**List Date** 5/11/2017  
**DOM** 146  
**Age** 0  
**Lot Size** 18051  
**Levels** 2

**Features:** Architecture: See Remarks, Interior: Bath Off Master, Dbl Pane/Storm Windw, Dining Room, French Doors, High Tech

**Comments:** Representing almost 2 years of design, inspiration & custom craftsmanship. Inspired by a trip through italy, visiting the beautiful & timeless villas of tuscany. The wide



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## Recent Sales



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## Pending Sales



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## Expired Listings



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## Comparable Properties

### Subject Property

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	Sale Price	\$/Sqft	DOM
6736 37th Avenue	2520	6302	2 Stories	4	1 / 2	2, Garage-				407

### Comparable Properties

Average for comparable type	List Price	Sale Price	\$/Sqft	DOM
Current listings	\$1,213,314		\$259	170

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	Sale Price	\$/Sqft	DOM
<b>Current Listing</b>										
1404 105th Lane,	3758	20000	2 Story	5	3 / 1	2, Garage-	\$399,000		\$106	224
5406 122nd Avenue	3360	12375	2 Stories	5	3 / 0	2, Carport-	\$515,000		\$153	155
17404 125th Avenue	3523	6000	2 Story	5	2 / 1	3, Garage-	\$552,990		\$157	194
19809 13th Drive SE,	3784	69260	1 Story	5	3 / 0	5, Carport-	\$949,900		\$251	152
2754 82nd Avenue Ct	3008	4141	2 Story	5	2 / 1	2, Garage-	\$474,995		\$158	150
1609 85th Ave Ne,	6004	18051	2 Story	5	2 / 3	3, Garage-	\$4,388,000		\$731	146



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## Property Adjustments

**Address** 6736 37th Avenue  
SW

**Square Feet** 2520

**Lot Size** 6302

**Style** 2 Stories w/Bsmnt

**Bedrooms** 4

**Baths** 1 / 2 / 0

**Parking** 2, Garage-

**Comments** Escape the  
ordinary. Reborn  
1927 craftsman  
enjoys sweeping  
sound & mountain

**List Price**

**Sale Price**

**Adjustments**

**Totals\***

**Adjusted Sale  
Price**

\* Adjustment  
details





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## Map of All Comparable Properties



Subject Property (SP) - 6736 37th Avenue SW, Seattle, WA - \$0  
Current listing (CL1) - 1404 105th Lane, Long Beach, WA - \$399,000  
Current listing (CL2) - 5406 122nd Avenue E, Edgewood, WA - \$515,000  
Current listing (CL3) - 17404 125th Avenue Ct E, Puyallup, WA - \$552,990  
Current listing (CL4) - 19809 13th Drive SE, Bothell, WA - \$949,900  
Current listing (CL5) - 2754 82nd Avenue Ct E, #72, Edgewood, WA - \$474,995  
Current listing (CL6) - 1609 85th Ave Ne, Clyde Hill, WA - \$4,388,000



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# Strategically Pricing Your Property to Sell It for Top Dollar

## Pricing Your Property Is A Balancing Act

On the one hand, you want to set a listing price that maximizes interest among qualified, motivated buyers who will be willing to pay top dollar for your property. Indeed, such buyers will ultimately determine your property's top market value.

On the other hand, you do not want to set a listing price that attracts a lot of buyer prospects, but sets the stage for negotiations that result in your getting less than what your property is really worth.

## Your Home's Actual Market Value

In a perfect world, your home's value would be everything you think and need it to be. However, simply put, your home's value is not determined by you, but by what the market is willing to pay for it at a given time. These days, the "market" increasingly refers to home buyers who have researched property values over the Internet for months, have already viewed a number of homes, and are not under any undue pressure to buy.

You can determine a value range for your home by looking at the recent sale prices and current asking prices of homes similar to yours in your area. That is why I've prepared a Comparative Market Analysis (CMA) that includes a variety of "comparable" homes drawn from the local Multiple Listing Service (MLS).

## The Bottom Line: REALISTIC IS STRATEGIC!

On average, serious buyers look at about fifteen properties before they make an offer. Doing so gives them a basis for determining how competitively a property is priced, both in terms of the market generally and what they are looking for specifically.

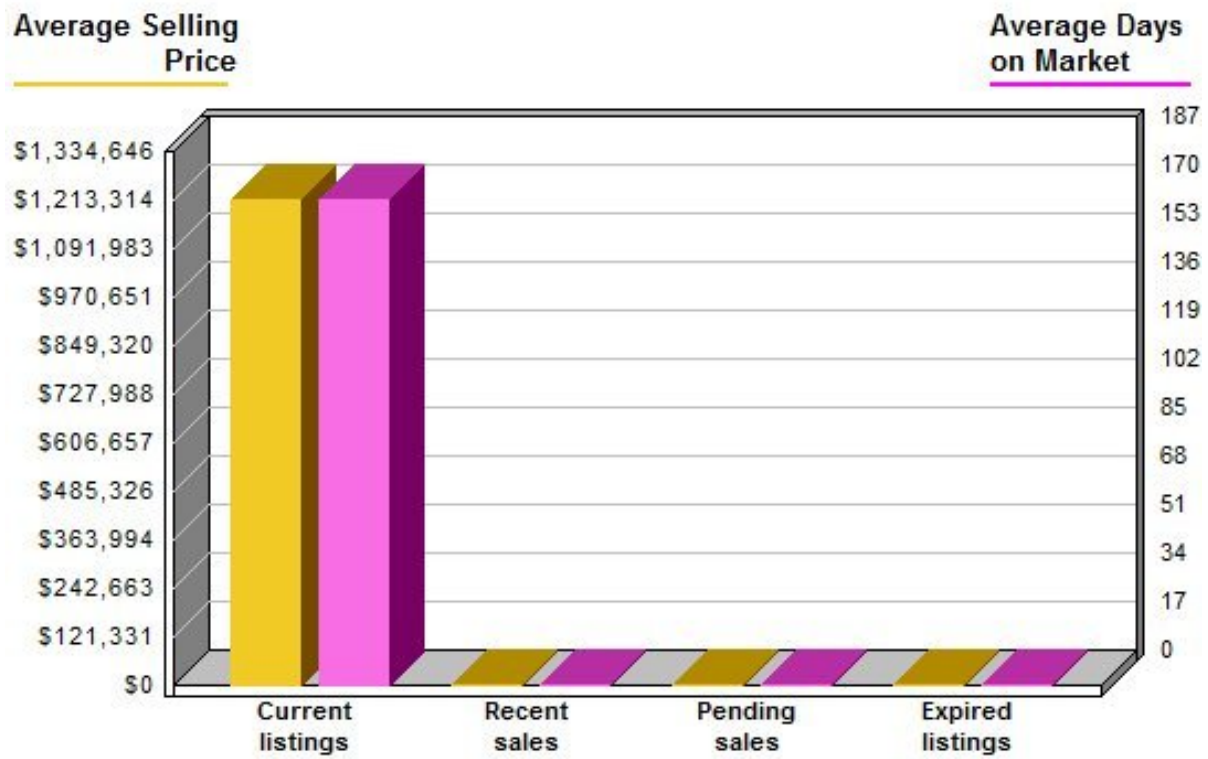
If you overprice your property you'll usually lose serious buyers even if they otherwise love it. Experience shows that buyers usually do not make what they consider to be realistic offers on overpriced properties because they assume that doing so will just be a waste of time. The overlap between buyer and seller price ranges is depicted below. It will be helpful to keep this diagram in mind when pricing your property.





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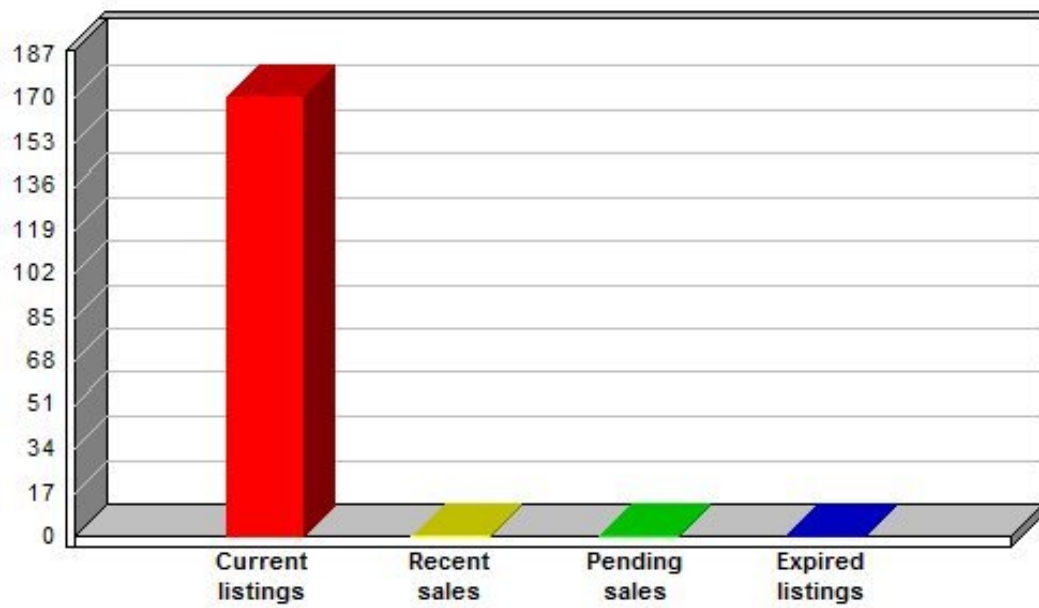
## Average Selling Price





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## Average Days on Market





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# Market Activity

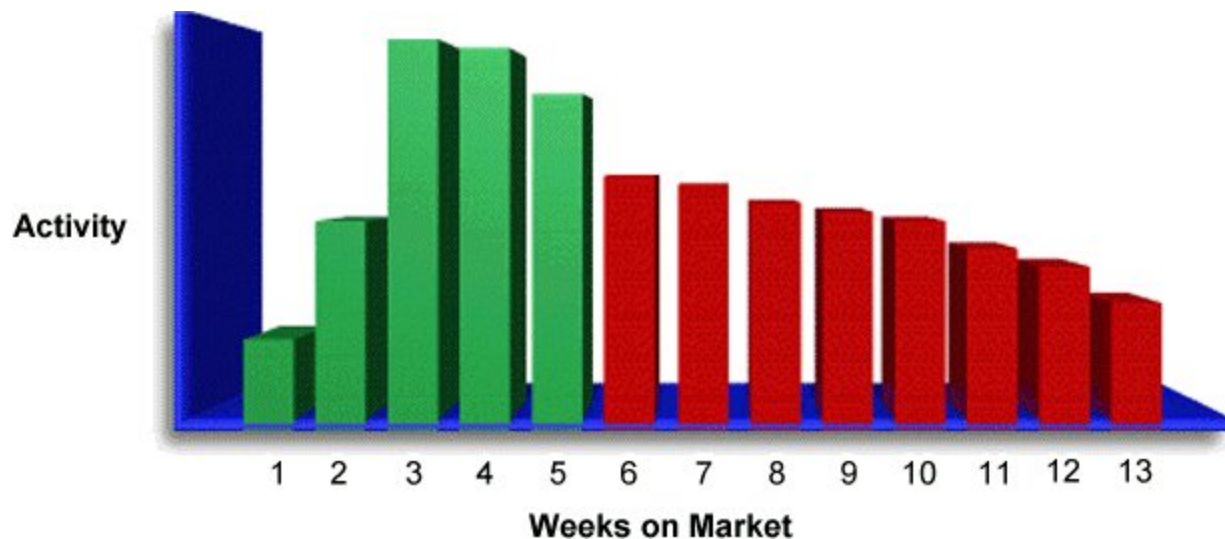
## Your Home's Optimum Time-On-Market

General definitions of market value usually say that it is the price a home should sell for when it has been on the market for anywhere from three weeks to two months.

However, if you want top dollar for your home, experience shows that you should try to get and accept a solid offer sometime during *the third to fifth weeks that it's on the market*. It is during this three-week "window" that your home will enjoy maximum market exposure and buyer interest.

Beyond five weeks your home will increasingly be viewed as a "stale" listing -- i.e. as a commodity with a history of being rejected by other buyers. Consequently, there will be less interest, less showings, less offers and less likelihood that you'll get your asking price.

This is why it is crucial that your home be priced correctly during the three-week window.

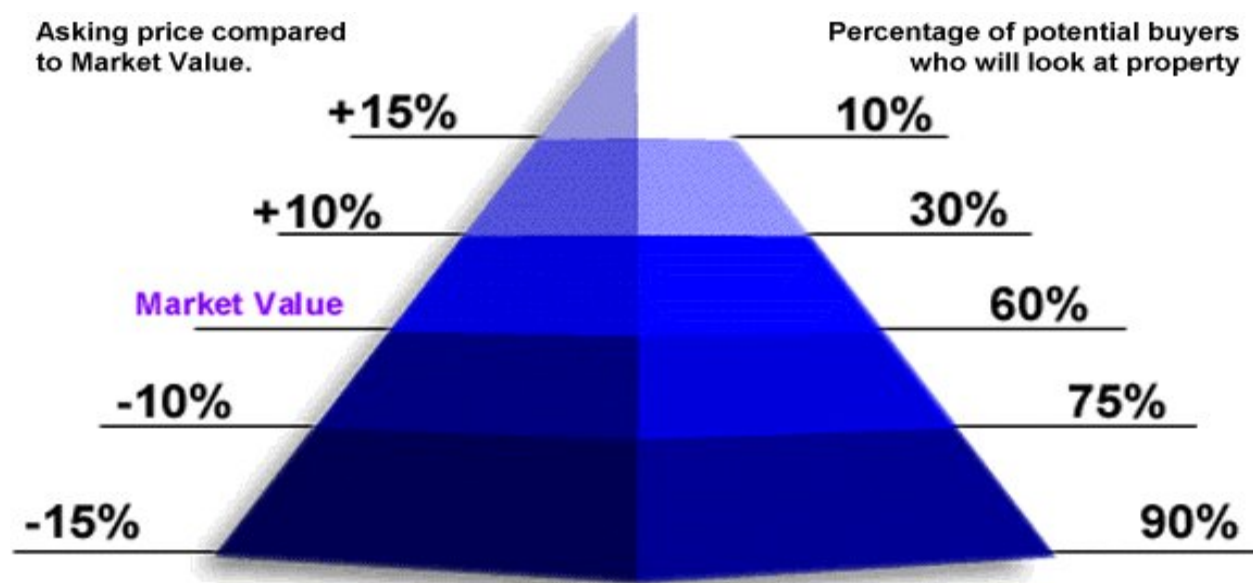




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## Pricing Pyramid

How you price your home will directly impact upon how many buyers, showings and offers you attract, and ultimately to how easily it sells. At the pyramid's center is the fair market value at which a reasonable percentage of buyers would view and purchase your home. When you underprice your home you'll attract a greater percentage of buyers, and when you overprice it you'll attract a lesser percentage of buyers.





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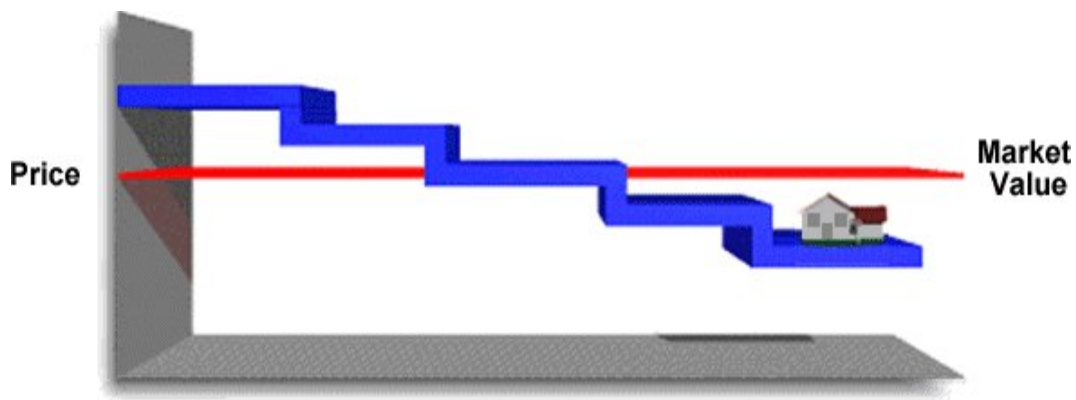
## The Consequences of Overpricing

The strategy of overpricing your property -- knowing that you can reduce the price later -- might make sense at first glance. However, it seldom works. In fact, sellers who overprice their properties -- even just 10% above market value -- *often end up getting less than they would if they had priced it properly from the start.*

Here is why:

- A high price on your property makes other comparable properties more attractive, so you actually help to sell your competition.
- Fewer buyers will respond to ads, fewer agents will show your property to their buyer clients, and you'll get fewer serious offers.
- Inflated prices often lead to mortgage rejections and critical lost time waiting for finance approvals that don't go through.
- Reducing the price after buyers have begun to perceive your home as a "stale" listing will not generate nearly as much interest as if you'd priced it properly from the start.

This is why rightly pricing your property to coincide with its window of maximum market exposure and buyer interest is so important.







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## Price Recommendation

On the basis of viewing your home, my knowledge of the local market, and the recent sale prices of comparable homes in your area, I would recommend that you list your home in the following price range:

**Low of {Enter minimum price.} to a High of {Enter maximum price.}**

If you have any questions or would like more information, please do not hesitate to call or email me. Thanks again for this opportunity to be of service to you.





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## My Commitment to You

As you've seen from this presentation, there are many factors that go into the successful sale of a home for top dollar.

The home must be priced competitively, receive maximum market exposure, and be presented in a way that highlights its unique character and features. There is also much the home owner can do to improve the home's saleability and to create an appealing atmosphere during showings. Lastly, there's the effective negotiation of the sale price, followed by an organized completion of the transaction.

I know how to handle every aspect of the sales process, from strategically marketing the home to ensuring that everything's signed, sealed and delivered by the closing date -- and I keep my clients fully informed every step of the way.

I do so because I really enjoy helping people with their real estate needs, and take great satisfaction in doing everything I can to get them through the major transition that accompanies buying, selling and moving.

When you list your home with me I promise to provide you with first-class real estate service so you get top market value for your home and the whole experience is as enjoyable and inconvenience-free for you as possible.

That is my commitment to you and I look forward to being of service.