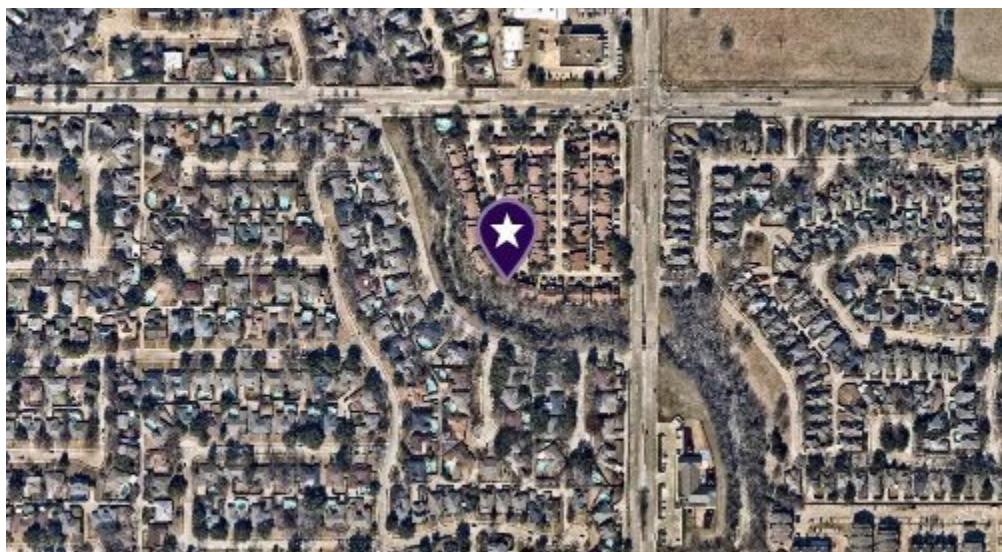


Comparative Market Analysis



2204 W Park Blvd, 2402 Plano, Texas 75075

Mike & Nina Koslov

JANUARY 6, 2019

What is a CMA

No two homes are identical, which is why choosing a sales price or offer price for a home can be challenging. That's where the comparative market analysis, or CMA, is most useful.

What is a CMA?

The CMA is a side-by-side comparison of homes for sale and homes that have recently sold in the same neighborhood and price range. This information is further sorted by data such as type of home, number of bedrooms, number of baths, lot size, neighborhood, property condition and features, and many other factors. The purpose is to show estimated market value, based on what other buyers and sellers have determined through past sales, pending sales and homes recently put on the market.

How is the CMA created?

CMAs are generated by using property information from your real estate agent's multiple listing service (MLS). The MLS is available to licensed members only, including brokers, salespeople, and appraisers, who pay dues to gain access to the service's public and proprietary data, including tax roll information, sold transactions, and listings input by all cooperating MLS members. Listing agents generate CMAs for their sellers, and buyer's agents create them for their buyers so both sides know what current market conditions are for the homes they're interested in comparing.

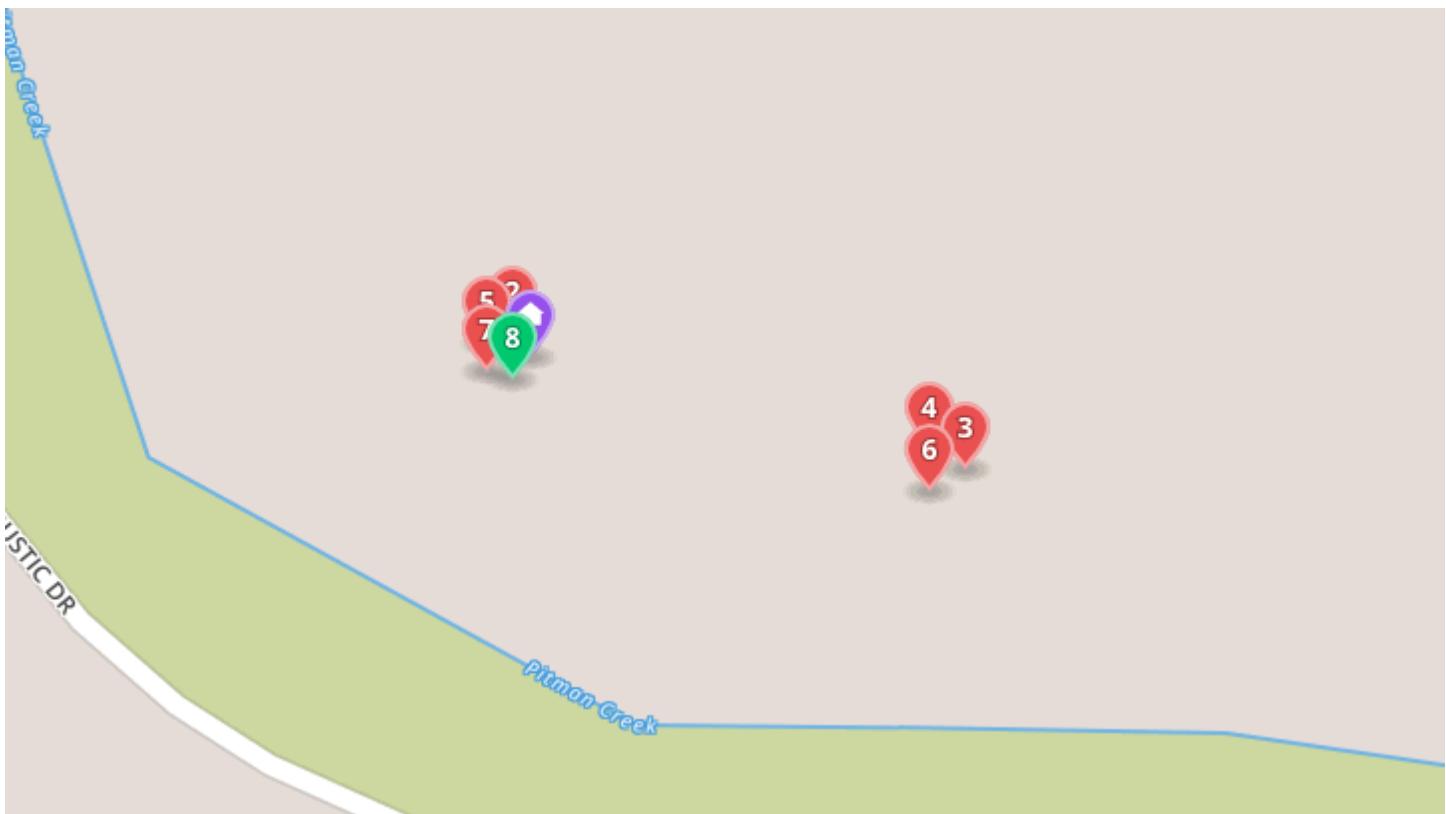
How accurate are CMAs?

The CMA is a here-and-now snapshot of the market, based on the most recent data available, but it can instantly be rendered obsolete by a new listing, or a change of status in a home with the same criteria. Why? The market is constantly changing - new listings, pending sales, closed sales, price reductions, and expired listings. CMAs can vary widely, depending on the knowledge and skill of the person creating the CMA as well as the number and type of data fields that are chosen. That means some features may not be included. As informative as the CMA is, it should only be used as a tool and should not substitute for your real estate professional's knowledge and advice.

Contact Me

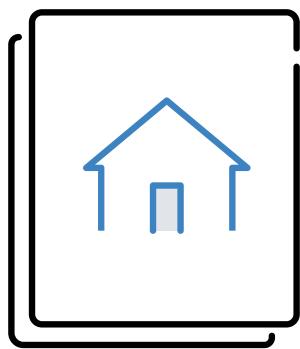
Kip Flanders

Map Of Comparable Homes



STATUS: S = SOLD A = ACTIVE

	MLS #	STATUS	ADDRESS	BEDS	BATHS	SQFT	PRICE
1	Subject	▲	2204 W Park Blvd, 2402 Plano, Texas 75075	3	2.10	1,292	-
2	13839647	S	2204 W Park Boulevard 2301	3	2.00	1,292	\$192,000
3	13864160	S	2200 W Park Boulevard 3601	3	2.00	1,292	\$184,000
4	13916849	S	2200 W Park Boulevard 3802	2	2.10	1,252	\$194,000
5	13845960	S	2204 W Park Boulevard 2001	2	1.00	935	\$160,000
6	13881634	S	2200 W Park Boulevard 3701	2	2.00	1,037	\$162,500
7	13857429	S	2204 W Park Boulevard 2604	1	1.00	843	\$145,000
8	13997197	A	2204 W Park Boulevard 2402	3	2.10	1,292	\$195,000



Listings

2204 W Park Boulevard 2301

Plano, Texas 75075

MLS #13839647

\$192,000**SOLD** 6/7/18**3 Beds 2 Baths****1,292 Sq. Ft.** (\$149 / sqft)**Year Built 1982****Days on market: 22**

Details

Prop Type: RES-Single Family**Acres:** 0.024**Updated:** Jun 7, 2018 9:03 AM**High:** Vines**County:** Collin**Lot Size:** 1,045.44**List Price:** \$189,000**Middle:** Wilson**Area:** PLANO AREA (20)**List date:** 5/10/18**Orig list price:** \$200,000**Elementary:** Shepard**Subdivision:** Collin Greene
Condo**Sold date:** 6/7/18**Assoc Fee:** \$350**Full baths:** 2.0**Off-market date:** 6/1/18**School District:** Plano ISD

Features

Accessibility Features: Hand Rails, Ramp, Wheelchair Access**Community Features:** Community Pool, Greenbelt, Park**Tile, Wood****Pool Features:** Pool
Perimeter Fence**Association Fee Includes:** Blanket Insurance, Exterior Maintenance, Front Yard Maintenance, Full Use of Facilities, Maintenance of Common Areas, Management Fees, Sprinkler System, Trash, Water/Sewer**Construction Materials:** Brick**Heating:** Central Air-Elec,**Roof:** Composition**Association Type:**
Mandatory**Exterior:** Gutters, Lighting System, Patio Open, Sprinkler System, Storage Building**Interior Features:** Decorative Lighting, High Speed Internet Available, Vaulted Ceilings, Window Coverings**Security Features:** Burglar, Smoke Detector**Fencing:** Wood**Lot Features:** Corner, Landscaped, No Backyard Grass**Tax Legal Description:**
COLLIN GREENE CONDOMINIUMS (CPL),
BLDG N, UNI**Fireplace:** Brick, Wood Burning**Parking Features:** Assigned Spaces, Covered**Utilities:** City Sewer, City Water, Community Mailbox, Concrete, Curbs

Remarks

A well-kept gem in West Plano at an amazing price. Tour now! Its priced to sell. Handicap accessible with ramp from parking to the front door. Well-lit living room & dining area with abundant updates in the kitchen. Granite countertops, stone backsplash, stainless appliances. Fridge, washer, and dryer INCLUDED in the sales price. Master bedroom downstairs with plenty of closet space with double doors to the patio. 2 bedrooms upstairs with jack & jill bathroom in between. Storage throughout the home keeps things neat-- coat closet, built-in cabinets, under stairs, shed in the patio. Extensiv...

2204 W Park Boulevard 2301

Plano, Texas 75075

MLS #13839647

\$192,000**SOLD** 6/7/18

2204 W Park Boulevard 2301

Plano, Texas 75075

MLS #13839647





2200 W Park Boulevard 3601

Plano, Texas 75075

MLS #13864160

\$184,000**SOLD** 7/31/18**3 Beds 2 Baths****1,292 Sq. Ft.** (\$142 / sqft)**Year Built 1982****Days on market: 16**

Details

Prop Type: RES-Condo**County:** Collin**Area:** PLANO AREA (20)**Subdivision:** Collin Greene Condo**Full baths:** 2.0**Acres:** 0.025**Lot Size:** 1,089.0**List date:** 6/11/18**Sold date:** 7/31/18**Off-market date:** 7/9/18**Updated:** Aug 18, 2018 10:26 AM **High:** Vines**List Price:** \$189,977**Middle:** Wilson**Orig list price:** \$189,900**Elementary:** Shepard**Assoc Fee:** \$350**School District:** Plano ISD

Features

Association Fee Includes:
Back Yard Maintenance, Blanket Insurance, Exterior Maintenance, Front Yard Maintenance, Full Use of Facilities, Maintenance of Common Areas, Management Fees, Sprinkler System, Trash, Water/Sewer

Association Type:
Mandatory

Community Features:
Comm. Sprinkler System, Community Pool, Perimeter Fencing, Spa

Construction Materials:
Brick

Exterior: Covered Porch(es), Gutters, Lighting System, Patio Open, Sprinkler System, Storage Building

Fencing: Wood

Financing Proposed: Cash, Conventional, FHA, Not Assumable, Texas Vet, VA

Fireplace: Brick, Gas Starter, Wood Burning

Flooring: Carpet, Ceramic Tile, Laminate

Heating: Central Air-Elec, Central Heat-Gas

Interior Features: Cable TV Available, High Speed Internet Available, Loft, Skylights, Vaulted Ceilings, Window Coverings

Lot Features: Corner, Creek, Heavily Treed, Interior Lot, Landscaped

Parking Features: Assigned Spaces, Shared Carport, Unassigned Spaces

Pool Features: In Ground Gunite

Roof: Fiber Cement

Security Features: Exterior Security Light(s), Smoke Detector

Tax Legal Description:
COLLIN GREENE CONDOMINIUMS (CPL), BLDG AA, UN

Utilities: City Sewer, City Water, Community Mailbox, Concrete, Curbs, Individual Gas Meter, Sidewalk, Underground Utilities

Remarks

WONDERFUL 3BR 2BATH FLOOR PLAN ON THE CREEK. MASTER WITH HUGE CLOSET AND FULL BATH DOWN, 2 BEDROOMS AND BATH UP. LIGHT, BRIGHT AND OPEN. PATIO OVERLOOKS THE CREEK CURRENTLY WITH WOOD FENCE, HOA WILL REPLACE WITH IRON-SEE PHOTOS. NEWER CONVECTION MICROWAVE. PLUMBED FOR GAS. COMMUNITY POOL AND SPA, WATER, SEWER AND TRASH PART OF HOA DUES. GUTTERS WILL BE REINSTALLED UPON COMPLETION OF COMPLEX UPGRADES. NEW FIBER CEMENT DECRA ROOF.

2200 W Park Boulevard 3601

Plano, Texas 75075

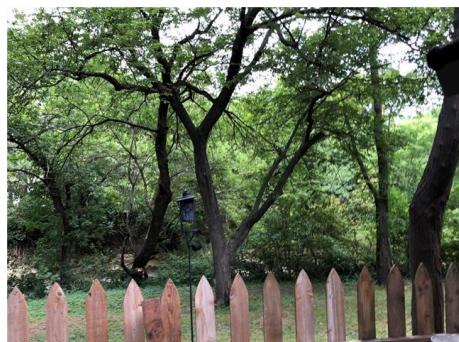
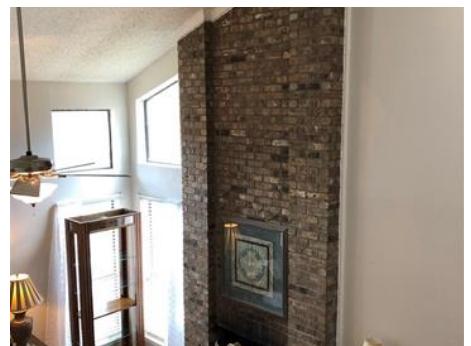
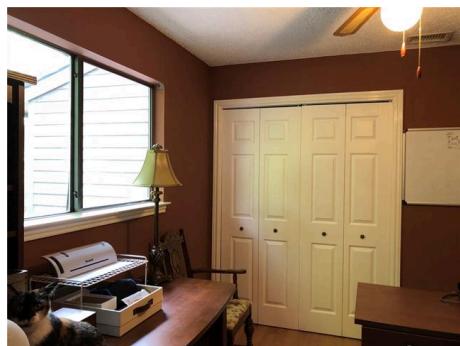
MLS #13864160

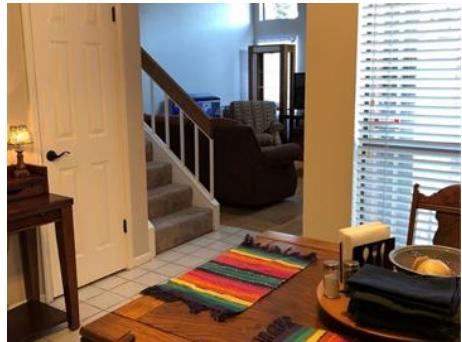
\$184,000**SOLD** 7/31/18**3 Beds 2 Baths****Year Built 1982****1,292 Sq. Ft. (\$142 / sqft)****Days on market: 16**

2200 W Park Boulevard 3601

Plano, Texas 75075

MLS #13864160





2200 W Park Boulevard 3802

Plano, Texas 75075

MLS #13916849

\$194,000**SOLD** 9/12/18**2 Beds 2.1 Baths****1,252 Sq. Ft.** (\$155 / sqft)**Year Built 1982****Days on market: 7****Details****Prop Type:** RES-Condo**County:** Collin**Area:** PLANO AREA (20)**Subdivision:** Collin Greene Condo**Full baths:** 2.0**Half baths:** 1.0**Acres:** 0.022**Lot Size:** 958.32**List date:** 8/18/18**Sold date:** 9/12/18**Off-market date:** 8/25/18**School District:** Plano ISD**Updated:** Sep 21, 2018 7:57 AM**High:** Vines**List Price:** \$194,900**Middle:** Wilson**Orig list price:** \$199,900**Elementary:** Shepard**Assoc Fee:** \$338**Features****Association Fee Includes:**Exterior Maintenance,
Maintenance of Common
Areas, Sprinkler System,
Trash, Water/Sewer

Brick

Available, Skylights, Vaulted
CeilingsCONDOMINIUMS (CPL),
BLDG CC, UN**Fireplace:** Gas Starter**Parking Features:** Assigned
Spaces**Utilities:** City Sewer, City
Water**Flooring:** Carpet, Ceramic
Tile, Laminate**Roof:** Composition**Tax Legal Description:**
COLLIN GREENE**Heating:** Central Air-Elec,
Central Air-Gas**Interior Features:** Cable TV**Association Type:**

Mandatory

Construction Materials:**Remarks**

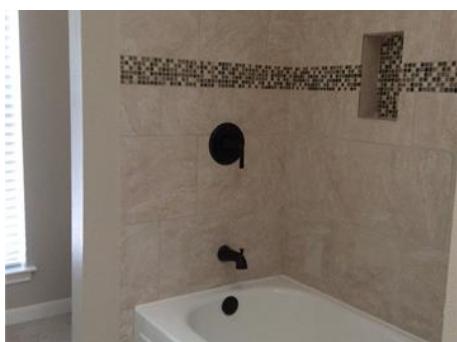
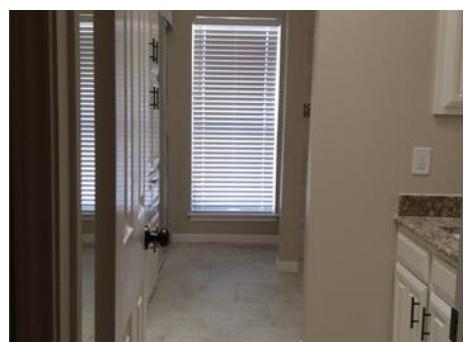
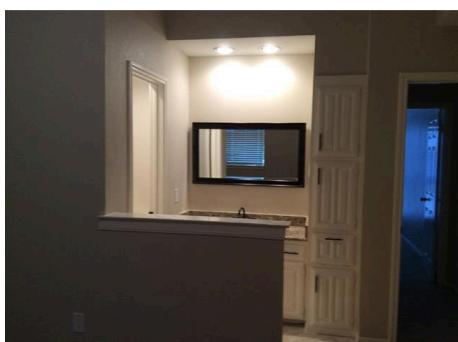
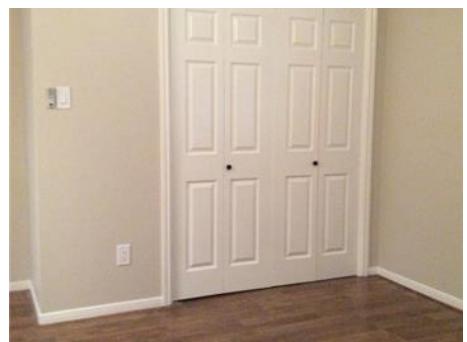
Updated 2 Bedroom, 2 .5 Bath condo with 2 Master Suites, Includes Living room with Fireplace, Eating area, Laundry Room, and Patio with Outside Storage, Great Location with easy access to George Bush and Hwy75. Check out the Pics to see all the updates!!

HOA is in the middle of updating the complete outside of the complex. Updates include new fencing, roof, back patio decks, siding, and landscaping. Newsletter is attached to see all the update news!!

2200 W Park Boulevard 3802

Plano, Texas 75075

MLS #13916849

\$194,000**SOLD** 9/12/18**2 Beds 2.1 Baths****1,252 Sq. Ft. (\$155 / sqft)****Year Built 1982****Days on market: 7**

2200 W Park Boulevard 3802

Plano, Texas 75075

MLS #13916849



2204 W Park Boulevard 2001

Plano, Texas 75075

MLS #13845960

\$160,000**SOLD** 6/13/18**2 Beds 1 Bath****935 Sq. Ft. (\$171 / sqft)****Year Built 1982****Days on market: 2****Details****Prop Type:** RES-Condo**County:** Collin**Area:** PLANO AREA (20)**Subdivision:** Collin Greene Condo**Full baths:** 1.0**Acres:** 0.025**Lot Size:** 1,089.0**List date:** 5/18/18**Sold date:** 6/13/18**Off-market date:** 5/20/18**Updated:** Jun 13, 2018 12:09 PM **High:** Vines**List Price:** \$154,900**Middle:** Wilson**Orig list price:** \$154,900**Elementary:** Shepard**Assoc Fee:** \$253**School District:** Plano ISD**Features****Association Fee Includes:**

Blanket Insurance, Exterior Maintenance, Front Yard Maintenance, Full Use of Facilities, Maintenance of Common Areas, Management Fees, Sprinkler System, Trash, Water/Sewer

Association Type:

Mandatory

Construction Materials:

Brick, Fiber Cement

Exterior:

Covered Porch(es),

Gutters, Patio Open, Sprinkler System, Storage Building

Fencing:

Wood

Financing Proposed: Cash, Conventional, Trade/ Exchange

Fireplace: Brick, Gas Starter, Wood Burning

Flooring: Carpet, Ceramic Tile, Wood

Heating: Central Air-Elec, Central Heat-Gas

Interior Features:

Cable TV Available, High Speed Internet Available, Skylights, Vaulted Ceilings, Window Coverings

Lot Features: Corner, Interior Lot, Landscaped, Some Trees, Subdivision

Parking Features: Covered, Detached, Front, Shared Carport

Pool Features: In Ground Gunite, Pool Perimeter Fence

Roof:**Tax Legal Description:**

COLLIN GREENE CONDOMINIUMS (CPL), BLDG K, UNI

Utilities: City Sewer, City Water, Community Mailbox, Concrete, Curbs, Individual Gas Meter, Sidewalk, Underground Utilities

Remarks

There are few 1 story condos in Collin Greene, so hurry. This darling condo boasts hardwoods except for the mst.bdr. & kitchen. The lg. family room overlooks patio, one of the largest in the community. It also boasts a brick hearth FP that is wood burning but does have gas start and suitable for gas logs. The cozy breakfast nook just off the galley kitchen that has high definition, granite look laminate, new range and lots of Storage. Utility off the kitchen, separate room doubles as a pantry. Amazing master with sitting area, huge closet. Mst. bath has privacy between the hall entry and b...

2204 W Park Boulevard 2001

Plano, Texas 75075

MLS #13845960

\$160,000**SOLD** 6/13/18**2 Beds 1 Bath****Year Built 1982****935 Sq. Ft. (\$171 / sqft)****Days on market: 2**

2204 W Park Boulevard 2001

Plano, Texas 75075

MLS #13845960





2200 W Park Boulevard 3701

Plano, Texas 75075

MLS #13881634

\$162,500**SOLD** 7/31/18**2 Beds 2 Baths****1,037 Sq. Ft. (\$157 / sqft)****Year Built 1982****Days on market: 8****Details****Prop Type:** RES-Single Family**Acres:** 0.029**Updated:** Jul 31, 2018 12:00 PM **High:** Vines**County:** Collin**Lot Size:** 1,263.24**Middle:** Wilson**Area:** PLANO AREA (20)**List date:** 7/2/18**Elementary:** Shepard**Subdivision:** Collin Greene
Condo**Sold date:** 7/31/18**Assoc Fee:** \$280**School District:** Plano ISD**Full baths:** 2.0**Off-market date:** 7/10/18**Features****Association Fee Includes:**
Back Yard Maintenance,
Blanket Insurance, Exterior
Maintenance, Front Yard
Maintenance, Full Use of
Facilities, Maintenance of
Common Areas, Sprinkler
System**Community Features:**
Community Pool, Greenbelt,
Perimeter Fencing**Flooring:** Laminate, Vinyl**Spaces****Association Type:**
Mandatory**Construction Materials:****Heating:** Central Air-Elec,**Roof:** Fiber Cement

Wood

Central Heat-Gas

Tax Legal Description:**Exterior:** Balcony, Deck,
Gutters, Patio Open**Interior Features:** Cable TVCOLLIN GREENE
CONDOMINIUMS (CPL),
BLDG BB, UN**Fencing:** Wood

Available, High Speed

Utilities: Community
Mailbox, Individual Gas**Fireplace:** Wood Burning

Internet Available

Meter

Remarks

Estate Sale, Great opportunity to get a condo in the sought after Collin Green Complex. Double Master bedrooms with full baths condo on the corner of Park and Custer. Premium location overlooking the the greenbelt and water view of the creek. Towering trees shade the rear deck making it perfect for relaxing or enjoying a cup of coffee. The condo has lots of

natural light as there are high ceilings in with skylights in several areas. Bathrooms have especially high ceilings. Washer and Dryer just off the kitchen.

2204 W Park Boulevard 2604

Plano, Texas 75075

MLS #13857429

\$145,000**SOLD** 7/5/18**1 Bed 1 Bath****843 Sq. Ft.** (\$172 / sqft)**Year Built 1982****Days on market: 3**

Details

Prop Type: RES-Condo**County:** Collin**Area:** PLANO AREA (20)**Subdivision:** Collin Greene Condo**Full baths:** 1.0**Acres:** 0.023**Lot Size:** 1,001.88**List date:** 6/2/18**Sold date:** 7/5/18**Off-market date:** 6/5/18**Updated:** Jul 11, 2018 7:29 AM**List Price:** \$139,900**Orig list price:** \$139,900**Assoc Fee:** \$228**School District:** Plano ISD**High:** Vines**Middle:** Wilson**Elementary:** Shepard

Features

Association Fee Includes:
Blanket Insurance, Exterior Maintenance, Front Yard Maintenance, Full Use of Facilities, Maintenance of Common Areas, Management Fees, Other, Sprinkler System, Trash, Water/Sewer

Association Type:
Mandatory

Community Features:
Comm. Sprinkler System, Community Pool, Greenbelt, Perimeter Fencing

Complex Name: Collin

Greene

Construction Materials:
Brick, Fiber Cement

Exterior: Covered Porch(es), Gutters, Patio Open, Sprinkler System, Storage Building

Fencing: Wood

Financing Proposed: Cash, Conventional, Trade/ Exchange

Fireplace: Brick, Gas Logs, Gas Starter

Flooring: Carpet, Ceramic Tile, Laminate

Green Energy Efficient:

Drought Tolerant Plants

Heating: Central Air-Elec, Central Heat-Gas

Interior Features: Cable TV Available, High Speed Internet Available, Skylights, Window Coverings

Lot Features: Greenbelt, Interior Lot, Landscaped, No Backyard Grass, Some Trees, Subdivision

Parking Features: Shared Carport

Pool Features: Cleaning

System, In Ground Gunite, Pool Perimeter Fence

Roof: Metal

Security Features: Burglar

Tax Legal Description:
COLLIN GREENE
CONDOMINIUMS (CPL),
BLDG Q, UNI

Utilities: City Sewer, City Water, Community Mailbox, Curbs, Individual Gas Meter, Master Water Meter, Sidewalk, Underground Utilities

Remarks

Lovingly cared for cozy condo. High ceilings and big windows make this cutie feel spacious and comfortable. Just the right size for a couple or a single. Large family room with brick hearth fireplace. Galley kitchen with plenty of counter and cabinet space. Sunny breakfast nook for morning coffee. The utility room just off the kitchen is a separate room and doubles as a pantry and has a back door out to the patio. Very spacious master with big bath that can be closed off from the hall. Collin Greene is a quiet community with lots of green space and a meandering creek on the south side of ...

2204 W Park Boulevard 2604

Plano, Texas 75075

MLS #13857429

\$145,000**SOLD** 7/5/18**1 Bed 1 Bath****Year Built 1982****843 Sq. Ft. (\$172 / sqft)****Days on market: 3**

2204 W Park Boulevard 2604

Plano, Texas 75075

MLS #13857429





2204 W Park Boulevard 2402

Plano, Texas 75075

MLS #13997197

\$195,000**ACTIVE** 1/5/19**3 Beds 2.1 Baths****1,292 Sq. Ft. (\$151 / sqft)****Year Built 1982****Days on market: 1****Details**

Prop Type: RES-Condo
County: Collin
Area: PLANO AREA (20)
Subdivision: Collin Greene Condo

Full baths: 2.0
Half baths: 1.0
Lot Dim: Condo
List date: 1/5/19

Updated: Jan 5, 2019 10:00 AM **School District:** Plano ISD
List Price: \$195,000 **High:** Vines
Orig list price: \$195,000 **Middle:** Wilson
Assoc Fee: \$350 **Elementary:** Shepard

Features

Association Fee Includes:
 Blanket Insurance, Exterior Maintenance, Front Yard Maintenance, Full Use of Facilities, Maintenance of Common Areas, Management Fees, Sprinkler System, Trash, Water/Sewer

Association Type: Mandatory

Community Features: Club

House, Comm. Sprinkler System, Community Pool, Greenbelt, Spa

Construction Materials: Brick, Wood

Exterior: Sprinkler System

Fencing: Wood

Financing Proposed: Cash, Conventional

Fireplace: Brick, Gas Logs

Flooring: Carpet

Heating: Central Air-Elec, Central Heat-Gas

Interior Features: Cable TV Available, Decorative Lighting, Window Coverings

Lot Features: Some Trees

Parking Features: Individual Carport

Roof: Composition

Security Features: Leased, Smoke Detector

Tax Legal Description: COLLIN GREENE CONDOMINIUMS (CP)

Utilities: City Sewer, City Water, Community Mailbox, Concrete, Curbs, Sidewalk, Underground Utilities

Remarks

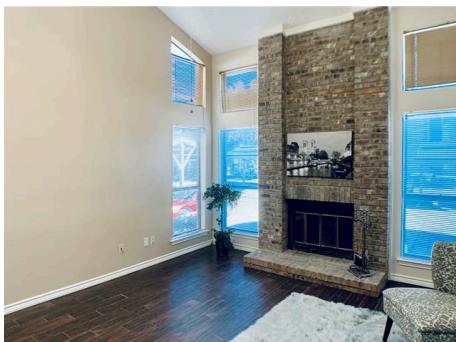
Recently updated 3 beds 2 bath condo in the most desired West Plano location. This include kitchen with all brand new stainless-steel appliances, bathrooms with granite counter top and flooring. Master bedroom downstairs and two bedrooms upstairs with jack & Jill bathroom. Other upgrades includes recently replaced new skylight, roof, exterior paint,

car port roof and new fence.

2204 W Park Boulevard 2402

Plano, Texas 75075

MLS #13997197

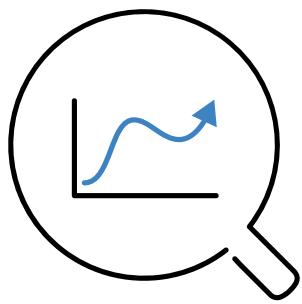
\$195,000**ACTIVE** 1/5/19**3 Beds 2.1 Baths****1,292 Sq. Ft. (\$151 / sqft)****Year Built 1982****Days on market: 1**

2204 W Park Boulevard 2402

Plano, Texas 75075

MLS #13997197





Analysis

Comparable Property Statistics

S Sold Listings

HIGHEST PRICE	\$194,000	AVG PRICE / SQFT	\$158
AVERAGE PRICE	\$172,917	AVG DOM	9
LOWEST PRICE	\$145,000	SOLD LISTINGS	6

A Active Listings

HIGHEST PRICE	\$195,000	AVG PRICE / SQFT	\$151
AVERAGE PRICE	\$195,000	AVG DOM	1
LOWEST PRICE	\$195,000	ACTIVE LISTINGS	1

Sold Property Analysis

Averages

100.4%

Homes sold for an average of 100.4% of their list price.

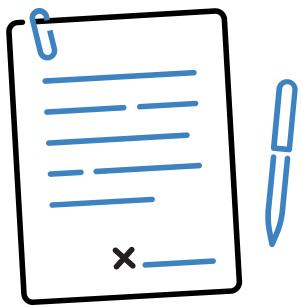
9

Days on market

It took an average of 9 days for a home to sell.

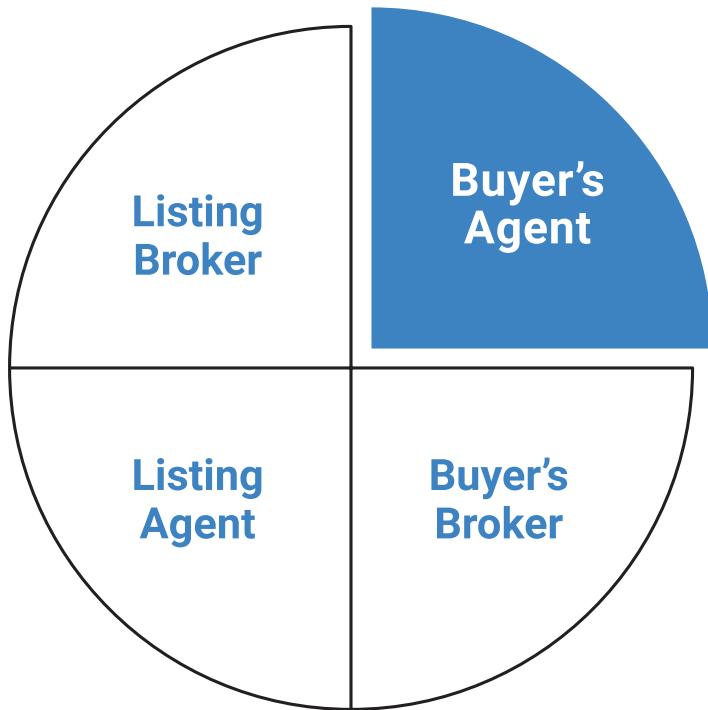
Analysis

ADDRESS	LIST PRICE	SOLD PRICE	% OF LIST PRICE	DOM	\$ PER SQFT
2204 W Park Boulevard 2301	\$189,000	\$192,000	101.6%	22	\$149
2200 W Park Boulevard 3601	\$189,977	\$184,000	96.9%	16	\$142
2200 W Park Boulevard 3802	\$194,900	\$194,000	99.5%	7	\$155
2204 W Park Boulevard 2001	\$154,900	\$160,000	103.3%	2	\$171
2200 W Park Boulevard 3701	\$164,900	\$162,500	98.5%	8	\$157
2204 W Park Boulevard 2604	\$139,900	\$145,000	103.6%	3	\$172
Averages	\$172,263	\$172,917	100.4%	9	\$158



Closing

Commission Distribution



The vast majority of real estate agents work on commission, meaning that they are paid once the transaction closes. To simplify how commissions are routed, sales commissions are paid out of the seller's proceeds, according to the terms of the listing agreement and/or the sales contract. Thus, the buyers' agent commission is paid by the sellers, as a portion of their listing commission.

All commissions paid to a real estate agent have to pass through their broker; only a broker can pay a commission and only a broker can sign a listing agreement or a buyer representation agreement.

When the home is listed in the Multiple Listing Service (MLS), the listing broker discloses the terms of the commission to other cooperating brokers, so they know what compensation is offered before they bring their buyers to the listing. When the buyer's broker presents an offer to the seller, it typically includes a provision to collect their share of the sales commission, as offered by the listing agent in the MLS.

At the closing, you will see the amount of commission being paid to each agent's brokerage on the closing disclosure form. There will be a portion for the listing brokerage and a portion for the selling brokerage. Each agent will then be paid by their broker for whatever amount of the commission they have earned based on their compensation agreement with their brokerage.

Because agents are independent contractors, they use their portion of the commission to cover all of their business costs, including marketing, health insurance, licensing costs, business insurance, continuing education, and more.

Why you need a real estate professional

Given the proliferations of services that help home buyers and sellers complete their own transaction, you may have considered whether you should go it yourself instead of working with an agent. However, there is no substitute for an experienced professional, and taking on all the responsibility yourself could be costlier than an agent's commission in the long run.

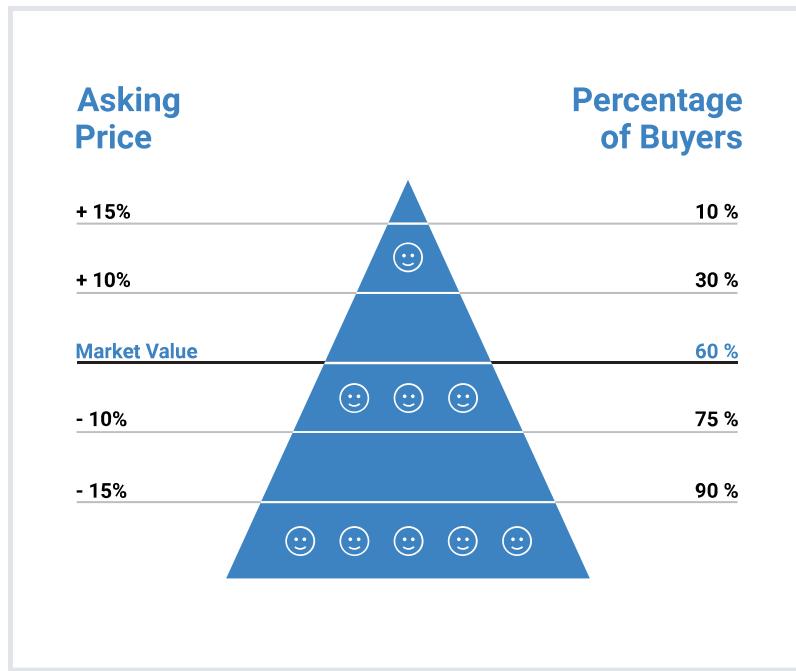
According to the National Association of Realtors' 2017 Profile of Home Buyers and Sellers, only 8% of home sales were accomplished as for sale by owner (FSBO), and of those, 40% knew their buyer personally. FSBO home sales had a median price of \$190,000 in 2017, compared to the agent assisted home sale median price of \$250,000.

Beyond the price advantage of using an agent, homes listed by real estate professionals get more exposure and their sellers get more support. Here are some other considerations:

- They're trained and licensed professionals.
- They have experience in your neighborhood and your market.
- They have oversight from brokers and state licensing officials.
- Their job is to advise you the best way to reach your goals.
- They know how to present your home and deal with buyers.
- They know how and where to market properties effectively.
- They know how to overcome typical snags that occur in real estate transactions and closings.
- They understand state-required disclosures and look out for your best interests.
- They understand personal safety and security for your belongings during showings.
- They know the best resources to make transactions go more smoothly, from bankers to home-stagers to contractors.
- They have access to the most accurate and comprehensive data - the MLS, the only data repository that has the most up-to-date listing and sales information.
- They know how to negotiate.
- Their job is making real estate transactions successful.
- Their continuing education keeps them up-to-date on housing issues.

With a real estate professional in your corner, you'll have a partner by your side to advocate for you and advise you through the entire home sale process.

Intelligent Pricing and Timing



Pricing a home for sale is as much art as science, but there are a few truisms that never change.

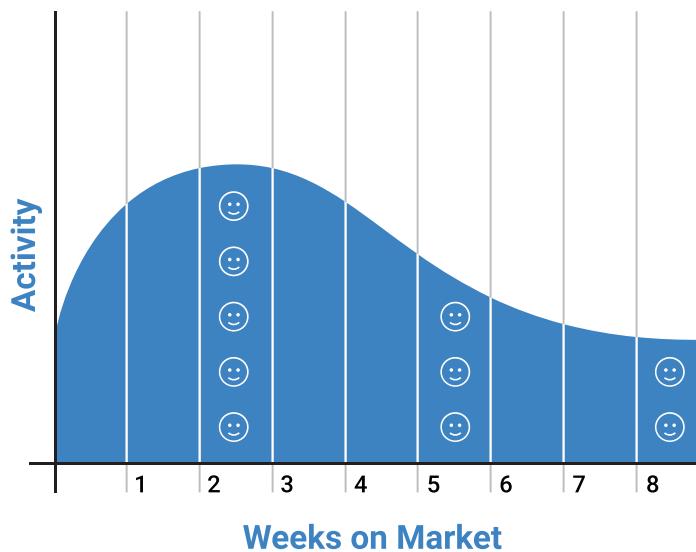
- Fair market value attracts buyers, overpricing never does.
- The first two weeks of marketing are crucial.
- The market never lies, but it can change its mind.

Fair market value is what a willing buyer and a willing seller agree by contract is a fair price for the home. Values can be impacted by a wide range of reasons, but the two biggest are location and condition. Generally, fair market value can be estimated by considering the comparables - other similar homes that have sold or are currently for sale in the same area.

Sellers often view their homes as special, which tempts them to put a higher price on it, believing they can always come down later, but that's a serious mistake.

Overpricing prevents the very buyers who are eligible to buy the home from ever seeing it. Most buyers shop by price range and look for the best value in that range.

Intelligent Pricing and Timing



Your best chance of selling your home is in the first two weeks of marketing. Your home is fresh and exciting to buyers and to their agents.

With a sign in the yard, full description and photos in the local Multiple Listing Service, distribution across the Internet, open houses, broker's caravan, ads, and email blasts to your listing agent's buyers, your home will get the greatest flurry of attention and interest in the first two weeks.

If you don't get many showings or offers, you've probably overpriced your home, and it's not comparing well to the competition. Since you can't change the location, you'll have to either improve the home's condition or lower the price.

Consult with your agent and ask for feedback. Perhaps you can do a little more to spruce up your home's curb appeal, or perhaps stage the interior to better advantage.

The market can always change its mind and give your home another chance, but by then you've lost precious time and perhaps allowed a stigma to cloud your home's value.

Intelligent pricing isn't about getting the most for your home - it's about getting your home sold quickly at fair market value.

Curb Appeal, A First Impression That Lasts

Most buyers form their first impression of your home before they even get out of the car. Curb appeal is the view from the curb that gives potential buyers the first chance to fall in love with your home.

The exterior of your home should be in pristine condition - clean, cleared of clutter, with no visible repairs needed. A broken step, overgrown bush, or abandoned toys in the yard can spoil both the home's appearance and the potential buyer's first impression.

Here's a simple cleanup and spruce up checklist to make sure your home leaves a stellar first impression:

- Clear driveways and walkways of snow, weeds, and debris. Repair or replace cracked steps or pavers. Whenever possible, driveways should be clear of vehicles.
- Keep your lawn mowed, edged, and watered. Prune dead branches and plants. Weed flower beds and replace leggy, thin landscaping with fresh plants and flowers.
- Replace loose or damaged roof shingles, clean the gutters, and paint and caulk window trim and doors.
- Make the front door area shine: consider repainting your front door and placing a new welcome mat. Polish the door hardware and make sure all front facing windows are clean.
- Power wash siding, brick, windows, and porches.
- Replace light fixtures -and if possible, pick new fixtures with the same mounting system to save time and hassle.
- Install new house numbers that match the finish of your light fixtures.
- Consider upgrading your mailbox; it's an inexpensive fix and the first thing that buyers will see when they pull up to your home.
- Install flowerboxes or pots of blooming flowers for a pop of color.
- Hang a seasonal wreath from your front door.

Staging Your Home

When you list your home for sale, it becomes a product rather than your personal retreat. You want potential homebuyers to be able to envision themselves living in the home, which can be difficult if your family's personality is still evident. Before going on market, your agent will recommend decluttering and depersonalizing, but you may also want to bring in a professional stager to help guide you through showing your home in its most marketable light.

When done correctly, staging can not only set the right emotional tone for buyers about the home, but can also help highlight the most attractive features of the home. Staging can potentially make you money, too: 77% of listing agents said a well-staged environment increases the dollar value buyers are willing to offer, according to the National Association of Realtors Profile of Home Staging. Staging can also shorten the length of time your home is on the market, with agents reporting that their staged homes were going under contract faster than those without.

A professional stager will typically begin with an in-home consultation, where they will walk through your home with you, review the property, and provide a report with their advice for the home. The report will include advice on de-cluttering, storing items, reorganizing furniture placement, and possibly changing out paint colors in different rooms. The stager may also give tips for improving curb appeal. The most common rooms that are staged are the living room, kitchen, master bedroom, and dining room.

Depending on what your home needs, and whether you want to do the work yourself or hire it done, your stager could handle bringing in supplementary furniture and décor items, manage painting or other contractors coming to your home, and have a more hands on role in getting your home ready to go on the market. The cost of services provided will vary depending how much assistance your home will need.

Showings and Open House Checklist

Once your home goes on the market, real estate agents may call to show your home anytime, even if you've listed preferred showing times in the instructions. Keeping your home in showtime condition can be challenging, especially if you have children and pets. Here are some pointers for presenting your home in the best light

Showings & Open House Checklist

- Eliminate clutter: The less cluttered your home, the better it shows. If you have a lot of knick-knacks, collections, or family mementos, consider renting a portable storage unit, which can be stored until it's time to deliver it to your new home.
- Keep, donate, throw away: If you have time before you go on the market, sort unwanted belongings into one of these three baskets. You'll receive more in tax benefits for your donations than pennies on the dollar at a garage sale. It's faster, more efficient and you'll help more people.
- Remove temptations: Take valuable jewelry and collectibles to a safety deposit box, a safe, or store them in a secure location. Also secure your prescription medicine and private financial documents.
- Remove breakables: Figurines, china, crystal and other breakables should be packed and put away in the garage or storage.
- Be hospitable: You want your home to look like a home. Open the blinds, turn on the lights, and make visitors feel welcomed.
- Have a family plan of action: When a showing happens at an inconvenient time, get the family engaged. Everyone can pitch in to tidy up in a hurry: pick up glasses, plates, clothing, and anything else left lying about.
- Get in the habit: Wash dishes immediately after meals. Clean off countertops. Make beds in the morning. Keep pet toys and beds washed and smelling fresh.
- Clean out the garage and attic: Buyers want to see what kind of storage there is.

The Essential Five-minute Clean-up for Showings

Everyone gets a basket and cleans up clutter. Check for hazards, like toys left on the floor. Make sure all toys, including bicycles, are put away.

- Put pets in daycare, sleep cages or take them with you: In the listing instructions, there should be a warning if there is a big dog on premises. Buyers with allergies also may appreciate knowing in advance if you have pets.
- Turn on lights: Open the drapes, turn on lights so buyers can really see.
- Give the buyer privacy: The buyer cannot come to your home without being accompanied by an agent. They will be more comfortable touring the home without your presence.

Moving Checklist

Moving to a new home can be an exciting but stressful journey. By finding the right movers and having a good, though flexible, moving plan, most of the common moving headaches can be easily avoided.

Start planning

Finding the best mover for you at the right price involves a simple evaluation of your needs. Moving companies provide a wide range of services, from planning your move, storing your things, packing and unpacking, to decorating and organizing your belongings in your new home. You can choose which services you want and have them tailored to suit your budget.

Compare movers

When you compare price and service estimates from several companies, you will find that estimates are based on the weight of your household items, the distance they will be moved, and the amount of packing and other services you will require. Be sure to show the estimator every item that will be moved. Estimates should be done in person and include a clear explanation of rates and charges that will apply, the mover's liability for your belongings, pick-up and delivery schedules, and claims protection.

If you are moving interstate, you should read and understand all of the information you will receive. In addition to brochures explaining their various services, moving companies should give you a copy of a consumer booklet titled "Your Rights and Responsibilities When You Move" and information regarding the mover's participation in a Dispute Settlement Program. Distribution of the consumer booklet and the requirement that movers must offer shippers neutral arbitration as a means of settling disputes that may arise concerning loss or damage on household goods shipments are requirements of the Federal Highway Administration (FHWA).

Be prepared

Even in the most well-planned moves, something unexpected may happen. In those instances, insurance is crucial. Check with your homeowner's insurance provider about coverage for your belongings while moving. Your mover will provide either released value insurance (about \$0.60 per pound of goods lost or damaged, according to NAVL.com) or full replacement value, which you must sign for on your bill of lading. If you are not sure how to estimate the value of your belongings for insurance purposes, your insurance carrier can help. Items of special value such as heirlooms, paintings, or collectibles can be insured under separate riders. In the event of damage to an item, file a claim immediately. Be sure to save the packing materials to show to the adjuster, should there be any problems.

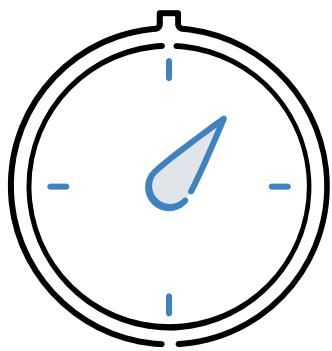
Packing up and moving on

Once the time has come to start packing and organizing, here are some tips to make the process smooth:

- Start by packing the things you use most infrequently.
- Pare down items that have accumulated over time by group them into 3 categories Keep, Donate, or Throw Away.
- Create an inventory sheet of valuables and a list of which boxes they were packed in.
- Label your boxes according to the rooms where they'll be moved - bedroom #2, 1st floor bath, etc. Consider using

different colored stickers/tape for each room.

- Provide your movers with copies of the floorplan of your new home, so they can move more efficiently without having to stop and ask you where things go.
- Try to keep boxes under 50 lbs. whenever possible, put heavier items in smaller boxes to reduce bulkiness, and place lighter items in larger boxes.
- Dispose of items that can't be moved, like flammable liquids, cleaning fluids, etc. Prepare your mower by emptying the fuel and recycle your propane grill tanks.
- Snap a photo of the back of electronic devices so you know which wires to attach when setting them up in your new home.
- Pack an overnight bag with moving day essentials, including toiletries, clothes, medications, and charger cords.



Guidance

The Value of Your Home

In a neighborhood of similar homes, why is one worth more than another? That's the question that's teased buyers and sellers for ages, but the answer is simple.

Every home is different

When a home is sold, a willing seller and a willing buyer determine the value of that home with the sale price. That price then becomes a benchmark for other similar homes, but other factors come into play. The most important are:

Location

The closer a home is to jobs, parks, transportation, schools, and community services, the more desirable it is.

Size

Square footage impacts home value because a larger home is built using more materials, and gives the homeowner more usable space. And a larger lot size could mean more privacy than a smaller one.

Number of bedrooms and baths

Additional bedrooms and bathrooms raise the value of a home compared to similar homes that do not have those rooms.

Features and finishes

Features such as outdoor kitchens and spa baths make a home more luxurious. A home finished with hardwood floors and granite countertops is going to cost more than a home with carpet and laminate countertops.

Condition

The closer a home is to new construction, the more it will retain its value. It's perceived as more modern, up to date, and perhaps safer. Homes that are not updated or in poor repair sell for less as purchasers' factor in the cost of updating and eventually replacing appliances and systems.

Curb appeal

From the street, the home looks clean, fresh, and inviting. Fresh landscaping and flowers won't change the size or location, but they certainly add charm.

When two homes are identical in the same neighborhood, a higher price may come down to something as simple as views, paint colors, or the overall taste of the homeowner.

This represents an estimated sale price for this property. It is not the same as the opinion of value in an appraisal developed by a licensed appraiser under the Uniform Standards of Professional Appraisal Practice.