

Comparative Market Analysis

To establish top market value of:

1246 Beach Road, Nags Head, NC

Prepared for Joyce Outer and Brian Banker



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RED = "QUICK HIGHLIGHTS"

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Our Marketing Action Plan

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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 [GET YOUR FULL REPORT HERE](#)

- 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 storage areas.
- Perform necessary minor repairs and touch-ups to walls, windows, fixtures, etc.

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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By Surfside Agent



Market Analysis Explanation

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Subject Property

123 Beach Road Boulevard

Kitty Hawk Westside **\$384,900**



Style	Bungalow
List \$/Sqft	\$176
Square Ft	2184
Bedrooms	4
Baths	3
Parking	Single Carport
Taxes	
List Date	05/08/2014
DOM	132
Age	17
Lot Size	15000
Levels	3
View	Oceanview
County	Dare

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Recent Sales

Subject Property

Address	SqFt	Age	Style	Bed	Bath	Parking	List Price	\$/Sqft	DOM
4522 Seascapes	2184	17	Bungalow	4	3	Single	\$384,900	\$176	132

Recent Sales

Address	SqFt	Age	Style	Bed	Bath	Parking	Sold Price	\$/Sqft	DOM
Average							\$419,725	\$174	57
109 Linkside Drive,	1702	15	Cape Cod	3	2 / 1	Paved,Unde	\$369,000	\$217	66
5116 Lunar Drive,	2800	33	Contemporary	3	3 / 1	Off Street /	\$350,000	\$125	88
4619 Tamarack	2659	12	Reverse Floor	4	3 / 2		\$480,000	\$181	67
4633 Tamarack	2760	18	Reverse Floor	4	4 / 1	Under /	\$479,900	\$174	8

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Recent Sales GET YOUR FULL REPORT HERE

109 Linkside Drive,



Kitty Hawk \$369,000

Style	Cape Cod
List Price	\$384,000
List \$/Sqft	\$226
Square Ft	1702
Bedrooms	3
Baths	2 / 1
Parking	Paved, Under /
Taxes	\$2,059
Sale Date	4/12/2013
Sale \$/Sqft	\$217
DOM	66
Age	15
Lot Size	
Levels	

Features: Inter: Cathedral Ceiling(s), Dryer Connection, Gas Connection, Gas Connection, Gas

Comments: Live the dream in this awesome kitty hawk home. Home features wrap around decks, gorgeous landscaping, nice open

5116 Lunar Drive, Kitty



Kitty Hawk \$350,000

Style	Contemporar
List Price	\$389,900
List \$/Sqft	\$139
Square Ft	2800
Bedrooms	3
Baths	3 / 1
Parking	Off Street /
Taxes	\$2,086
Sale Date	9/23/2013
Sale \$/Sqft	\$125
DOM	88
Age	33
Lot Size	
Levels	

Features: Inter: All Window Treatments, Attic, Cedar Closet(s), Dryer Connection, Ice Maker

Comments: Tastefully & beautifully remodeled spacious home has 2 master bedrooms with walkin closets * the laundry room is on the

4619 Tamarack Drive,



Kitty Hawk \$480,000

Style	Reverse Floor
List Price	\$510,000
List \$/Sqft	\$192
Square Ft	2659
Bedrooms	4
Baths	3 / 2
Parking	
Taxes	\$2,771
Sale Date	1/27/2014
Sale \$/Sqft	\$181
DOM	67
Age	12
Lot Size	
Levels	

Features: Inter: 9' Ceilings, Dryer Connection, Gas Fireplace, Pantry, Walk In Closet, Washer

Comments: This beautiful rob lawson constructed home is on one of the highest lots in kitty hawk and has amazing ocean views from almost every

4633 Tamarack Drive,



Kitty Hawk \$479,900

Style	Reverse Floor
List Price	\$479,900
List \$/Sqft	\$174
Square Ft	2760
Bedrooms	4
Baths	4 / 1
Parking	Under /
Taxes	\$2,902
Sale Date	6/13/2013
Sale \$/Sqft	\$174
DOM	8
Age	18
Lot Size	
Levels	

Features: Inter: All Window Treatments, Cathedral Ceiling(s), Master Bath, Walk In Closet, Floor:

Comments: This impressive, well maintained home has so much to offer it must be seen to be fully appreciated. From this



Under Contract Listings

Subject Property

Address	SqFt	Age	Style	Bed	Bath	Parking	List Price	\$/Sqft	DOM
4522 Seascapes Drive	2184	17	Bungalow	4	3	Single	\$384,900	\$176	132

Under Contract Listings

Address	SqFt	Age	Style	Bed	Bath	Parking	U/C Price	\$/Sqft	DOM
Average:							\$376,725		32
101 Doshier Lane,	2325	19	Contemporary	4	3 / 1	Carport			4
112 Doshier Lane,	2800	13	Reverse Floor	4	3 / 1	Attached,2			22
4726 Elm Court,	1637	18	Ranch	3	2 / 0	Attached			99
4636 Tamarack	1968	21		3	2 / 1	Off			3

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Under Contract Listings

101 Doshier Lane, Kitty



Kitty Hawk

112 Doshier Lane, Kitty



Kitty Hawk

4726 Elm Court, Kitty



Kitty Hawk

4636 Tamarack Drive,



Kitty Hawk

Style Contemporar
List Price \$410,000
List \$/Sqft \$176
Square Ft 2325
Bedrooms 4
Baths 3 / 1
Parking Carport
Taxes \$2,734
Sale Date 5/7/2014
Sale \$/Sqft
DOM 4
Age 19
Lot Size
Levels

Style Reverse Floor
List Price \$499,900
List \$/Sqft \$179
Square Ft 2800
Bedrooms 4
Baths 3 / 1
Parking Attached,2
Taxes \$3,901
Sale Date 2/27/2014
Sale \$/Sqft
DOM 22
Age 13
Lot Size
Levels

Style Ranch
List Price \$299,999
List \$/Sqft \$183
Square Ft 1637
Bedrooms 3
Baths 2 / 0
Parking Attached
Taxes \$1,841
Sale Date 1/10/2014
Sale \$/Sqft
DOM 99
Age 18
Lot Size
Levels

Style
List Price \$297,000
List \$/Sqft \$151
Square Ft 1968
Bedrooms 3
Baths 2 / 1
Parking Off
Taxes \$2,033
Sale Date 3/14/2014
Sale \$/Sqft
DOM 3
Age 21
Lot Size
Levels

Features: Inter: 9' Ceilings, Attic, Bay/Bow Window, Beamed Ceiling(s), Cathedral Ceiling(s),

Features: Floor: Carpet, Tile, Vinyl, Heat: Central, A/C: Central, Construction: Frame, Extr: Lap Siding,

Features: Inter: Attic, Cathedral Ceiling(s), Gas Connection, Gas Fireplace, Master Bath,

Features: Inter: Cathedral Ceiling(s), Dryer Connection, Gas Fireplace, Pantry, Rough

Comments: This 4br/3.5ba home is in immaculate move in condition! Terrific floor plan and tons of storage. Amenities include private salt water pool,

Comments: You've heard it before - location - location - location - you must take a look at this home located on the sound front with a large pool area and close

Comments: An oasis on a quiet cul-de-sac in an "x" flood zone. This rancher style home is all about bringing the outdoors inside. If you enjoy time

Comments: Original owners offer this custom design that takes advantage of sun and shade! A comfortable, stylish year round or

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Expired Listings

Subject Property

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	\$/Sqft	DOM
4522 Seascape Drive	2184	15000	Bungalow	4	3	Single	\$384,900	\$176	132

Expired Listings

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	\$/Sqft	DOM
Average:							\$367,975	\$171	731
300 Oak Run, Kitty	2662			4	2 / 1		\$384,000	\$144	611
4508 Johnston Lane,	4300		Contemporary	6	5 / 1	Attached,1	\$485,000	\$113	742
4516 Johnston Lane,	1404		Beach Box	4	2 / 0	Paved /	\$313,000	\$223	749
5132 Birch Lane,	1413		Cape Cod	3	2 / 0	Unpaved /	\$289,900	\$205	825

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Expired Listings

300 Oak Run, Kitty



Kitty \$384,000

Style
List \$/Sqft \$144
Square Ft 2662
Bedrooms 4
Baths 2 / 1
Parking
Taxes \$2,044
List Date 1/14/2013
DOM 611
Age 15
Lot Size
Levels

Features: Annual Fees: \$0, Zoning: Res, Subdivision: Oak Run

Comments: This home is very misleading from the street. 2662 heated living space, two car garage! The master bedroom is on main living area with no stairs to climb other than

4508 Johnston Lane,



Kitty \$485,000

Style Contemporary
List \$/Sqft \$113
Square Ft 4300
Bedrooms 6
Baths 5 / 1
Parking Attached, 1 Car
Taxes \$2,735
List Date 9/5/2012
DOM 742
Age 12
Lot Size
Levels

Features: Inter: Cathedral Ceiling(s), Gas Fireplace, Master Bath, Pantry, Walk In Closet, Wet Bar, Floor: Carpet, Ceramic Tile,

Comments: "golf delight by the sea" a very appropriate name for this beautiful home with wonderful ocean views. Overlooking seascape golf course at the 5th hole. Minutes to the

4516 Johnston Lane,



Kitty \$313,000

Style Beach Box
List \$/Sqft \$223
Square Ft 1404
Bedrooms 4
Baths 2 / 0
Parking Paved /
Taxes \$1,517
List Date 8/29/2012
DOM 749
Age 29
Lot Size
Levels

Features: Inter: Cathedral Ceiling(s), Dryer Connection, Master Bath, Some Windows Treated, Floor: Carpet, Vinyl, Heat:

Comments: Great location for year round living, second home or investment property. Beautiful views of the sea scape golf course and some views of the ocean

5132 Birch Lane, Kitty



Kitty \$289,900

Style Cape Cod
List \$/Sqft \$205
Square Ft 1413
Bedrooms 3
Baths 2 / 0
Parking Unpaved /
Taxes \$1,500
List Date 6/14/2012
DOM 825
Age 27
Lot Size
Levels

Features: Inter: All Window Treatments, Master Bath, Wood Fireplace, Floor: Carpet, Ceramic Tile, Heat: Heat Pump, A/C:

Comments: Privacy, tucked in the woods! This 3 bed 2 bath old nags head style pond front home has an in-ground pool, hot tub, and a private screen porch off of the ground floor master

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Active Listings

Subject Property

Address	SqFt	Age	Style	Bed	Bath	Parking	List Price	\$/Sqft	DOM
4522 Seascape Drive	2184	17	Bungalow	4	3	Single	\$384,900	\$176	132

Active Listings

Address	SqFt	Age	Style	Bed	Bath	Parking	List Price	\$/Sqft	DOM
102 Azalea Court,	2511	16	Contemporar	3	2 / 1	Attached	\$432,900	\$172	238
5204 Lunar Drive,	2820	24	Coastal	5	4 / 2	Paved /	\$429,000	\$152	147
104 Ocean Greens	2292	13	Coastal	4	4 / 0	Paved /	\$383,500	\$167	359
4801 Palmer Drive,	4900	13	Traditional	4	3 / 1	Off Street /	\$499,000	\$102	330
101 Pinnacle Court,	2700	25	Contemporar	4	2 / 0	1 Car	\$389,000	\$144	509
5007 Putter Lane,	2160	15	Reverse Floor	4	3 / 1	Attached,1	<u>\$449,000</u>	<u>\$208</u>	<u>345</u>
3615 Rabbit Hollow,	2104	27	Reverse Floor	4	3 / 0	3 +	\$385,000	\$183	201
4514 Seascape	2742	18	Coastal	4	3 / 1	Paved / 2	\$399,000	\$146	416
5122 Sycamore	2123	8	Traditional	4	3 / 1	Paved /	\$386,000	\$182	195
3913 Tarkle Ridge	2652	9	Contemporar	4	4 / 1	Paved,Off	\$479,000	\$181	506
4800 The Woods	4616	6	Traditional	5	5 / 1	Off Street /	\$450,000	\$97	251
5132 Winsor Place,	3297	26	Cape Cod	4	4 / 1	Paved /	\$365,000	\$111	168

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Active Listings

102 Azalea Court, Kitty



Kitty \$432,900

Style Contemporary
List \$/Sqft \$172
Square Ft 2511
Bedrooms 3
Baths 2 / 1
Parking Attached
Taxes \$2,034
List Date 1/22/2014
DOM 238
Age 16
Lot Size
Levels

Features: Inter: 9' Ceilings, All Window Treatments, Attic, Dryer Connection, Gas Connection, Gas Fireplace, Master Bath,

Comments: Artist designed layout, decorating and furnishings - won home of the year designation when it was completed and later the yard of the year - one of a

5204 Lunar Drive, Kitty



Kitty \$429,000

Style Coastal
List \$/Sqft \$152
Square Ft 2820
Bedrooms 5
Baths 4 / 2
Parking Paved /
Taxes \$2,446
List Date 4/23/2014
DOM 147
Age 24
Lot Size
Levels

Features: Inter: All Window Treatments, Dryer Connection, Master Bath, Pantry, Washer Connection, Wood

Comments: Come live the high life in beautiful sea scape, with amazing ocean views surrounding you a top of the hills of kitty hawk. Home is a traditional coastal cottage

104 Ocean Greens



Kitty \$383,500

Style Coastal
List \$/Sqft \$167
Square Ft 2292
Bedrooms 4
Baths 4 / 0
Parking Paved /
Taxes \$2,519
List Date 9/23/2013
DOM 359
Age 13
Lot Size
Levels

Features: Inter: 9' Ceilings, Dryer Connection, Gas Fireplace, Ice Maker Connection, Master Bath, Washer Connection,

Comments: Recently reduced!!! Completely renovated home with 4 master suites! Located on the sea scape golf course, 13th & 14th green. This home is located on a

4801 Palmer Drive,



Kitty \$499,000

Style Traditional
List \$/Sqft \$102
Square Ft 4900
Bedrooms 4
Baths 3 / 1
Parking Off Street /
Taxes \$3,858
List Date 10/22/2013
DOM 330
Age 13
Lot Size
Levels

Features: Inter: 9' Ceilings, Gas Connection, Ice Maker Connection, Master Bath, Pantry, Skylight, Walk In Closet, Floor:

Comments: Check out this new price!!! Below tax assessment! This home is huge! So many options, primary? Second home? Vacation or investment? When you walk thru the

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Active Listings

101 Pinnacle Court,



Kitty \$389,000

Style	Contemporary
List \$/Sqft	\$144
Square Ft	2700
Bedrooms	4
Baths	2 / 0
Parking	1 Car
Taxes	\$2,762
List Date	4/26/2013
DOM	509
Age	25
Lot Size	
Levels	

Features: Inter: All Window Treatments, Cathedral Ceiling(s), Dryer Connection, Gas Connection, Gas

Comments: Open, spacious, ocean view home...Located in popular seascape subdivision! 2000 yards to seascape golf club...Links golf and a great restaurant...And a

5007 Putter Lane, Kitty



Kitty \$449,000

Style	Reverse Floor
List \$/Sqft	\$208
Square Ft	2160
Bedrooms	4
Baths	3 / 1
Parking	Attached, 1 Car
Taxes	\$2,591
List Date	10/7/2013
DOM	345
Age	15
Lot Size	
Levels	

Features: Floor: Carpet, Vinyl, Heat: Central, Heat Pump, A/C: Central, Heat Pump, Construction: Frame, Extr: Vinyl, Annual

Comments: Golf course! Located on the seascape golf course overlooking a green and only a few blocks from the ocean in beautiful kitty hawk, nc. Fantastic ocean views

3615 Rabbit Hollow,



Kitty \$385,000

Style	Reverse Floor
List \$/Sqft	\$183
Square Ft	2104
Bedrooms	4
Baths	3 / 0
Parking	3 +
Taxes	\$2,278
List Date	2/28/2014
DOM	201
Age	27
Lot Size	
Levels	

Features: Inter: Cathedral Ceiling(s), Gas Fireplace, Master Bath, Wet Bar, Floor: Carpet, Ceramic Tile, Vinyl, Heat: Central,

Comments: 4 bedrooms plus a bonus room w/ closet, elevator, breathtaking ocean views from inside the home, no flood insurance required, room for a pool! All this can on a nice, high lot that

4514 Seascape Drive,



Kitty \$399,000

Style	Coastal
List \$/Sqft	\$146
Square Ft	2742
Bedrooms	4
Baths	3 / 1
Parking	Paved / 2 Car
Taxes	\$2,904
List Date	7/28/2013
DOM	416
Age	18
Lot Size	
Levels	

Features: Inter: Attic, Cathedral Ceiling(s), Dryer Connection, Gas Connection, Gas Fireplace, Master Bath,

Comments: You don't want to miss this spacious 4 bedroom, 3.5 bath home in the sought after neighborhood of seascape. This property is

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Active Listings

5122 Sycamore Lane,



Kitty \$386,000

Style Traditional
List \$/Sqft \$182
Square Ft 2123
Bedrooms 4
Baths 3 / 1
Parking Paved /
Taxes \$2,441
List Date 3/6/2014
DOM 195
Age 8
Lot Size
Levels

Features: Inter: 9' Ceilings, All Window Treatments, Attic, Cathedral Ceiling(s), Dryer Connection, Gas Connection, Gas

Comments: Beautiful pond front custom built home in kitty hawk estates. Great quiet family neighborhood with minimal traffic and only a very few minutes to the beach, walmart, home

3913 Tarkle Ridge



Kitty \$479,000

Style Contemporary,
List \$/Sqft \$181
Square Ft 2652
Bedrooms 4
Baths 4 / 1
Parking Paved,Off
Taxes \$2,833
List Date 4/29/2013
DOM 506
Age 9
Lot Size
Levels

Features: Inter: Attic, Cathedral Ceiling(s), Cedar Closet(s), Dryer Connection, Gas Connection, Gas

Comments: A fabulous waterfront home in a beautiful location. Enjoy wrap around views of the water. Wake up to the sunrise over the bay on the sundecks. Relax on the

4800 The Woods Road, 5132 Winsor Place,



Kitty \$450,000

Style Traditional
List \$/Sqft \$97
Square Ft 4616
Bedrooms 5
Baths 5 / 1
Parking Off Street /
Taxes \$4,415
List Date 1/9/2014
DOM 251
Age 6
Lot Size
Levels

Features: Inter: Gas Fireplace, Master Bath, Washer Connection, Floor: Carpet, Ceramic Tile, Wood, Heat: Central,

Comments: Such a value! This very well done home in a private kitty hawk community will provide a deserving family a wonderful lifestyle in a great setting. Over 4,600



Kitty \$365,000

Style Cape Cod
List \$/Sqft \$111
Square Ft 3297
Bedrooms 4
Baths 4 / 1
Parking Paved /
Taxes \$2,490
List Date 4/2/2014
DOM 168
Age 26
Lot Size
Levels

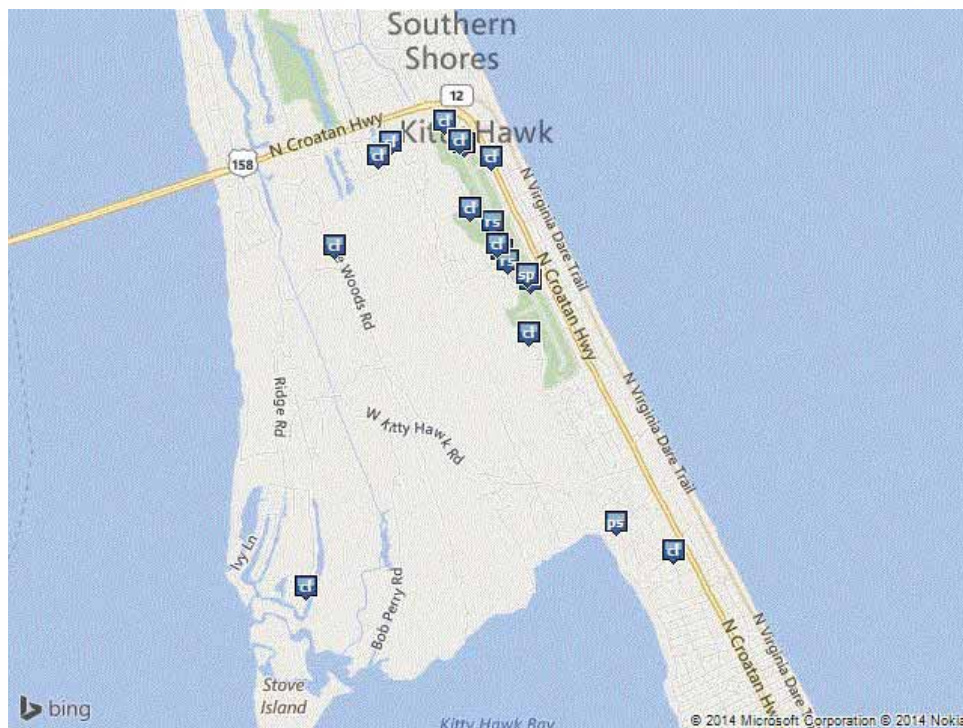
Features: Inter: Dryer Connection, Master Bath, Walk In Closet, Washer Connection, Wood Stove, Floor: Carpet, Ceramic

Comments: This beautiful cape cod home sits on a high ridge overlooking the pond. Enjoy this beautiful wooded setting close to goods and services but on a quiet street. The interior

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Map of All Properties



- Subject Property (SP) - 4522 Seascape Drive, Kitty Hawk, NC - \$397,850
- Current listing (CL1) - 102 Azalea Court, Kitty Hawk, NC - \$432,900
- Current listing (CL2) - 5204 Lunar Drive, Kitty Hawk, NC - \$429,000
- Current listing (CL3) - 104 Ocean Greens Court, Kitty Hawk, NC - \$383,500
- Current listing (CL4) - 4801 Palmer Drive, Kitty Hawk, NC - \$499,000
- Current listing (CL5) - 101 Pinnacle Court, Kitty Hawk, NC - \$389,000
- Current listing (CL6) - 5007 Putter Lane, Kitty Hawk, NC - \$449,000
- Current listing (CL7) - 3615 Rabbit Hollow, Kitty Hawk, NC - \$385,000
- Current listing (CL8) - 4514 Seascape Drive, Kitty Hawk, NC - \$399,000
- Current listing (CL9) - 5122 Sycamore Lane, Kitty Hawk, NC - \$386,000
- Current listing (CL10) - 3913 Tackle Ridge Drive, Kitty Hawk, NC - \$479,000
- Current listing (CL11) - 4800 The Woods Road, Kitty Hawk, NC - \$450,000
- Current listing (CL12) - 5132 Winsor Place, Kitty Hawk, NC - \$365,000
- Recent sale (RS1) - 109 Linkside Drive, Kitty Hawk, NC - \$369,000
- Recent sale (RS2) - 5116 Lunar Drive, Kitty Hawk, NC - \$350,000
- Recent sale (RS3) - 4619 Tamarack Drive, Kitty Hawk, NC - \$480,000
- Recent sale (RS4) - 4633 Tamarack Drive, Kitty Hawk, NC - \$479,900
- Pending sale (PS1) - 101 Doshier Lane, Kitty Hawk, NC - \$0
- Pending sale (PS2) - 112 Doshier Lane, Kitty Hawk, NC - \$0
- Pending sale (PS3) - 4726 Elm Court, Kitty Hawk, NC - \$0
- Pending sale (PS4) - 4636 Tamarack Drive, Kitty Hawk, NC - \$0
- Expired listing (EL1) - 300 Oak Run, Kitty Hawk, NC - \$384,000
- Expired listing (EL2) - 4508 Johnston Lane, Kitty Hawk, NC - \$485,000
- Expired listing (EL3) - 4516 Johnston Lane, Kitty Hawk, NC - \$313,000
- Expired listing (EL4) - 5132 Birch Lane, Kitty Hawk, NC - \$289,900

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Property Adjustments

Address	4522 Seascape Drive	109 Linkside Drive, Kitty Hawk,	5116 Lunar Drive, Kitty Hawk, NC	4619 Tamarack Drive, Kitty Hawk,	4633 Tamarack Drive, Kitty Hawk,
Sq. Feet	2184	1702	2800	2659	2760
Lot Size	15000				
Style	Bungalow	Cape Cod	Contemporary	Reverse Floor Plan	Reverse Floor Plan
Beds	4	3	3	4	4
Baths	3	2 / 1	3 / 1	3 / 2	4 / 1
Parking	Single Carport	Paved, Under /	Off Street /		Under / Carport
Age	17	Live the dream in this awesome kitty hawk home. Home features wrap around decks,	Tastefully & beautifully remodeled spacious home has 2 master	This beautiful robin lawson constructed home is on one of the highest lots in kitty	This impressive, well maintained home has so much to offer it must be seen to
List Price	\$384,900	\$384,000	\$389,900	\$510,000	\$479,900
Sale Price		\$369,000	\$350,000	\$480,000	\$479,900
Adj.		\$18,500	\$36,500	(\$88,000)	(\$54,500)
Adj Sale		\$387,500	\$386,500	\$392,000	\$425,400
Adjustment Details		2 Car Garage (\$10,000)	Bathroom \$3,000	2 Partial Baths (\$3,000)	Bathroom (\$3,000)
Avg. Adjusted Sales Price:		Bedroom \$10,000	Bedroom \$10,000	Interior Design, Feature, & Upgrades (\$30,000)	Interior Design, Feature, & Upgrades (\$25,000)
		Interior Design, Feature, & Upgrades \$30,000	Living Area \$25,000	Living Area (\$25,000)	Living Area (\$30,000)
		Living Area (\$30,000)	Partial Bath (\$1,500)	View Description (\$10,000)	Partial Bath (\$1,500)
		Partial Bath (\$1,500)		Year Built (\$20,000)	Pool \$20,000
		Year Built \$20,000			View Description (\$15,000)

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Strategic pricing for optimal sales price

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Average Selling Price' I t cr j k c m

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Average Days on Market

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Market Activity

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Pricing Pyramid

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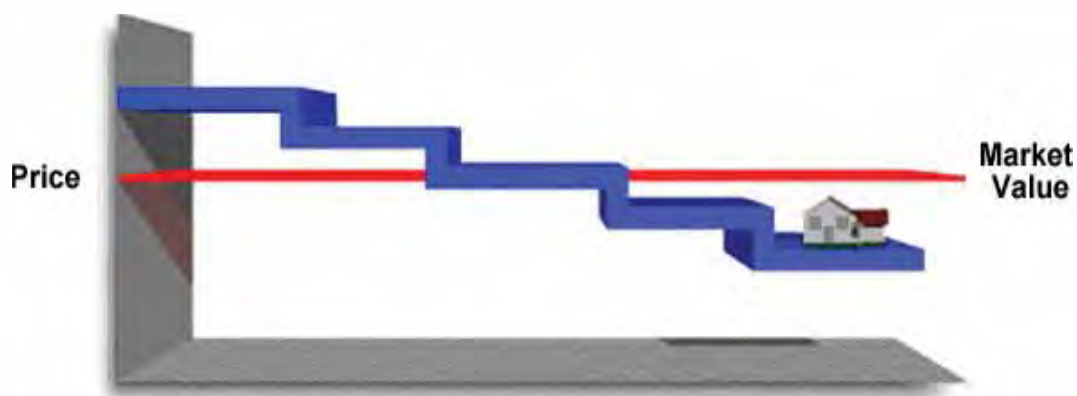
The Consequences of Overpricing

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 n% above market value -- often end up getting less than they would if they had priced it properly from the start.

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- 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 can lead to mortgage rejections and critical lost time waiting for finance approvals that may not 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 precisely pricing your property to coincide with its window of maximum market exposure and buyer interest is so important.





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 \$389,900 to a High of \$409,900

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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