

Comparative Market Analysis



**7264 River Bend Road, Nashville, Tennessee
37221**

Matthew & Amie Middleton

MARCH 28, 2023

Dean Brown

March 28, 2023

Dear Matthew & Amie Middleton,

I appreciate the opportunity to share my business plan with you.

In order to inform you about the current happenings in today's market, I have prepared this comparative market analysis (CMA) especially for you. There are many properties on the market today, and each has different amenities, sizes, and values. By reviewing this CMA, you will have the information needed to price your home in the appropriate range in today's market.

Home buyers always do a lot of comparison shopping. In today's market it is especially important to price your home right from the beginning and to get it "show ready". There are many homes available in all price ranges, but the homes that are priced right and show well are the ones that bring in qualified buyers.

Part of this package includes a detailed copy of my personal marketing plan. We will certainly go over this in detail so that you feel comfortable to entrust your home sale to me. I am sure that once you review the plan, you will feel very satisfied with me marketing your home.

My goal is to help you sell your home quickly and at a fair market value. I look forward to working with you on the sale of your home.

Sincerely,

Dean Brown

Brown & Brown Realty is a multifaceted brokerage firm that operates with you, the customer, at the forefront of our day-to-day operations. We are well known and respected in the community and our philosophies are based on both honesty and integrity. As a client centered business, you will receive personal service and be backed by a reputable company.

We implement multi-level marketing strategies that benefit our clients with every transaction. Our real estate agents have extensive access to information about the communities in which they deal. This includes, but is not limited to: schools, populations, recreation, entertainment, home values, growth potential and surrounding areas. Many agents live in the areas we serve and therefore can more accurately overcome potential obstacles and focus on the unique needs of our clients.

The real estate market is always changing and as a result, our agents regularly attend training sessions and events to further their knowledge and be sure that they are focusing on current conditions that affect today's buyers and sellers. This type of training is imperative if we are to be successful in obtaining top dollar on home sales. Our goal is to make sure that we satisfy the special needs of all of our clients and at the same time make the process and transactions go as smoothly as possible.

Brown & Brown Realty is dedicated to maintaining a professional, trustworthy relationship with our clients. One way this can be seen is through this Comparative Market Analysis (CMA) which you hold in your hand. This CMA compiles the most current and accurate information relevant to the sale of your home. Seeing that this is perhaps your most valuable asset, it is imperative that you be equipped with the most complete information possible related to the pricing and marketing of your home.

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.

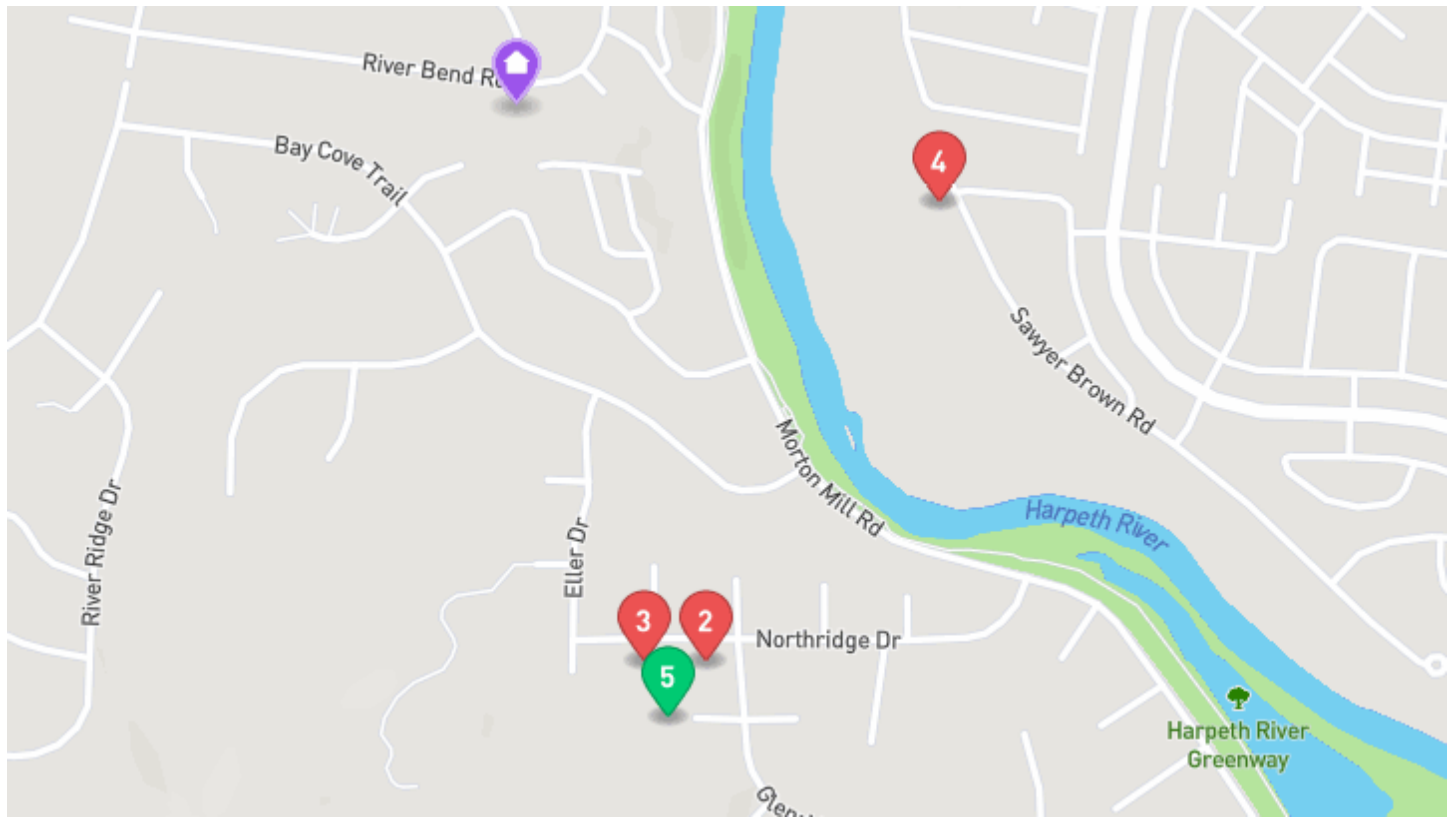
How accurate are CMAs?

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.

Map of Comparable Listings



STATUS: ● S = CLOSED ● A = ACTIVE

MLS #	STATUS	ADDRESS	BEDS	BATHS	SQFT	PRICE
1 Subject	🏠	7264 River Bend Rd	4	3.00	2,682	-
2 2446264	● S	7028 Northridge Dr	4	3.00	2,422	\$555,000
3 2484978	● S	7012 Northridge Dr	3	3.00	2,804	\$529,900
4 2392057	● S	8547 Sawyer Brown Rd	4	3.00	2,363	\$502,600
5 2484274	● A	612 Glenridge Close	3	3.00	2,548	\$547,000

Summary of Comparable Properties

S SOLD LISTINGS

ADDRESS	SOLD DATE	BEDS	BATHS	SQFT	PRICE	\$/SQ.FT
7028 Northridge Dr	11/17/22	4	3.00	2,422	\$555,000	\$229
7012 Northridge Dr	3/15/23	3	3.00	2,804	\$529,900	\$189
8547 Sawyer Brown Rd	7/6/22	4	3.00	2,363	\$502,600	\$213
Averages				2,529	\$529,166	\$210

A ACTIVE LISTINGS

ADDRESS	SOLD DATE	BEDS	BATHS	SQFT	PRICE	\$/SQ.FT
612 Glenridge Close	-	3	3.00	2,548	\$547,000	\$215
Averages				2,548	\$547,000	\$215



Listings

Dean Brown

7028 Northridge Dr Nashville, Tennessee 37221

MLS #2446264

\$555,000

CLOSED 11/17/22

4 Beds 3.00 Baths

2,422 Sq. Ft. (\$229 / sqft)

Year Built 1993



Details

Prop Type: Site Built
County: Davidson County
Subdivision: Riverside
Full baths: 2.0
Half baths: 1.0
Acres: 0.24

Lot Dim: 62 X 145
Lot Size (sqft): 10,455
Garages: 2
List date: 10/4/22
Sold date: 11/17/22
Off-market date: 10/8/22

Updated: Nov 18, 2022 8:43 AM
List Price: \$549,900
Orig list price: \$549,900
Assoc Fee: \$24
Taxes: \$2,463

High: Hillwood Comp High School
Middle: Bellevue Middle School
Elementary: Harpeth Valley Elementary

Features

Kitchen Appliances: Dishwasher, Disposal, Microwave
Year Built Details: Existing
Association Fee Frequency: Monthly
Basement Description: Crawl
Construction Materials: Partial Brick
Basement Type: Partial

Bedroom Master Description: Primary BR Upstairs
Bedroom Master Dimensions: 16x13
Parking Features: Attached - FRONT
Exterior Features: Garage Door Opener
Fencing: Back

Flooring: Carpet, Finished Wood, Tile
Interior Features: Extra Closets, GASFP, Utility Connection
Green Energy Efficient: 0
Kitchen Dimensions: 18x12
Building Area Source: Owner Supplied
Oven Desc: Single Oven

Oven Srce: Gas
Patio And Porch Features: Deck
Range Desc: Stove
Range Srce: Gas
Sewer: PUSEW
Water Source: Utility District

Dean Brown

Remarks

Amazing home in popular Riverside community - great updates throughout and a backyard with two tiered deck you have to see to believe. Floor plan works well for every day living and entertaining too - all bedrooms upstairs, great Master suite. Such a wonderful family neighborhood (just down the street from the pool) with close access to the Greenway for biking, walking, and more. This home did NOT flood in 2010!

Courtesy of Fridrich & Clark Realty

Information is deemed reliable but not guaranteed.

7028 Northridge Dr

Nashville, Tennessee 37221

MLS #2446264

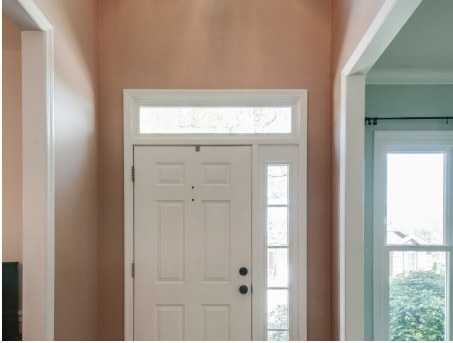
\$555,000

4 Beds 3.00 Baths

2,422 Sq. Ft. (\$229 / sqft)

CLOSED 11/17/22

Year Built 1993



Dean Brown

7012 Northridge Dr Nashville, Tennessee 37221

MLS #2484978

\$529,900

CLOSED 3/15/23

3 Beds 3.00 Baths

Year Built 1989

2,804 Sq. Ft. (\$189 / sqft)

Days on market: 12



Details

Prop Type: Site Built
County: Davidson County
Subdivision: Riverside
Style: Traditional
Full baths: 2.0
Half baths: 1.0
Acres: 0.2

Lot Dim: 60 X 145
Lot Size (sqft): 8,712
Garages: 2
List date: 1/27/23
Sold date: 3/15/23
Off-market date: 2/16/23

Updated: Mar 15, 2023 10:57 AM
List Price: \$539,900
Orig list price: \$539,900
Assoc Fee: \$30
Taxes: \$2,536

High: Hillwood Comp High School
Middle: Bellevue Middle School
Elementary: Harpeth Valley Elementary

Features

Kitchen Appliances:
 Dishwasher
Year Built Details: Existing
Association Fee Frequency: Monthly
Basement Description: Crawl
Construction Materials: All Brick
Basement Type: None

Bedroom Master Description: Primary BR Downstairs
Bedroom Master Dimensions: 17x13
Parking Features: Attached - FRONT
Community Features: Pool
Flooring: Carpet, Finished Wood, Tile

Interior Features: Wood Burning FP
Green Energy Efficient: 0
Roof: Asphalt
Kitchen Dimensions: 18x10
Building Area Source: Tax Record
Lot Features: Slope
Fireplaces Total : 1
Oven Desc: Built-in

Oven Srce: Electric
Patio And Porch Features: Patio
Pool Features: None
Range Desc: Drop-in
Range Srce: Electric
Sewer: PUSEW
Water Source: City Water

Dean Brown

Remarks

Adorable cottage in coveted Riverside located minutes to Warner Parks and trails. A beautifully renovated kitchen opens to den and dining area. Fresh paint downstairs. Primary bedroom on main level. Large bedrooms and bonus room upstairs. The serene fenced in backyard gently slopes offering premier privacy.

Courtesy of WEICHERT, REALTORS - The Andrews Group
Information is deemed reliable but not guaranteed.

7012 Northridge Dr

Nashville, Tennessee 37221

MLS #2484978

\$529,900

3 Beds 3.00 Baths
Year Built 1989

2,804 Sq. Ft. (\$189 / sqft)
Days on market: 12

CLOSED 3/15/23



Dean Brown

8547 Sawyer Brown Rd Nashville, Tennessee 37221

MLS #2392057

\$502,600

CLOSED 7/6/22

4 Beds 3.00 Baths

2,363 Sq. Ft. (\$213 / sqft)

Year Built 1996

Days on market: 3



Details

Prop Type: Townhouse
Condo

County: Davidson County

Subdivision: River Plantation

Style: Cottage

Full baths: 3.0

Acres: 0.04

Lot Size (sqft): 1,743

Garages: 2

List date: 5/23/22

Sold date: 7/6/22

Off-market date: 6/6/22

Updated: Jul 6, 2022 11:53 AM

List Price: \$479,900

Orig list price: \$479,900

Assoc Fee: \$185

Taxes: \$2,318

High: Hillwood Comp High School

Middle: Bellevue Middle School

Elementary: Harpeth Valley Elementary

Features

Kitchen Appliances: Dishwasher, Disposal, Microwave

Year Built Details: Existing

Association Fee 2: 350

Association Fee 2 Frequency: One Time

Association Fee Frequency: Monthly

Basement Description: Slab

Construction Materials: Partial Brick

Basement Type: None

Bedroom Master Description: Suite

Bedroom Master Dimensions: 15x15

Parking Features: Attached, ASPHT

Community Features: Clubhouse, Pool

Exterior Features: Storage Building

Fencing: Back

Flooring: Carpet, Finished Wood, Tile

Interior Features: Ceiling Fan, Extra Closets, GASFP, High Speed Internet, Storage, Walk-In Closets

Green Energy Efficient: 0

Roof: Asphalt

Kitchen Dimensions: 23x9

Building Area Source: Prior Appraisal

Lot Features: Level

Fireplaces Total : 1

Oven Desc: Single Oven

Oven Srce: Electric

Patio And Porch Features: Covered Patio, Covered Porch, Patio

Range Desc: Drop-in

Range Srce: Electric

Sewer: PUSEW

Water Source: City Water

Dean Brown

Remarks

This is the ultimate "Andover Cottage" featuring mostly one-level living with spacious rooms & beautiful natural light. This stunning renovation is one to behold, and the stone-accented courtyard/patio is simply charming. The outdoor attached shed is oversized for great storage. Inside enjoy an updated kitchen featuring newer cabinetry, granite counters, and SS appliances. This home features 3 full baths. The Primary bathroom features a walk-in shower, You will love the hardwood floors, the millwork, and the design of this floor plan. 4th bedroom could be used as a bonus room. Windows have been more recently replaced. So much to enjoy and love about this home. So much space with over 2300 sq ft. Guest parking is directly behind the unit for extra parking. The unit has it all!

Courtesy of RE/MAX Homes And Estates

Information is deemed reliable but not guaranteed.

8547 Sawyer Brown Rd Nashville, Tennessee 37221

MLS #2392057

\$502,600

4 Beds 3.00 Baths

2,363 Sq. Ft. (\$213 / sqft)

CLOSED 7/6/22

Year Built 1996

Days on market: 3



Dean Brown

612 Glenridge Close Nashville, Tennessee 37221

MLS #2484274

\$547,000

ACTIVE 1/30/23

3 Beds 3.00 Baths

Year Built 1995

2,548 Sq. Ft. (\$215 / sqft)

Days on market: 36



Details

Prop Type: Site Built
County: Davidson County
Subdivision: Riverside
Style: Contemporary
Full baths: 3.0
Acres: 0.2

Lot Dim: 35 X 136
Lot Size (sqft): 8,712
Garages: 4
List date: 1/30/23
Updated: Mar 22, 2023 6:49 AM

List Price: \$547,000
Orig list price: \$549,000
Assoc Fee: \$30
Taxes: \$2,867
High: Hillwood Comp High School

Middle: Bellevue Middle School
Elementary: Harpeth Valley Elementary

Features

Kitchen Appliances: Dishwasher, Disposal, Ice Maker, Microwave, Refrigerator
Year Built Details: Existing
Association Fee 2: 400
Association Fee 2 Frequency: One Time
Association Fee Frequency: Monthly
Basement Description: Slab
Construction Materials: Partial Brick

Basement Type: None
Bedroom Master Description: Suite
Bedroom Master Dimensions: 15x12
Parking Features: Attached - FRONT, AGGRE
Community Features: Playground, Pool
Exterior Features: Garage Door Opener, Storage Building

Flooring: Finished Wood, Laminate, Tile
Interior Features: Ceiling Fan, Extra Closets, GASFP, Storage, Utility Connection, Walk-In Closets
Green Energy Efficient: 0
Roof: Composition Shingle
Kitchen Dimensions: 17x10
Building Area Source: Other
Lot Features: Hilly
Fireplaces Total : 1

Oven Desc: Double Oven
Oven Srce: Electric
Patio And Porch Features: Deck
Range Desc: Cooktop
Range Srce: Electric
Sewer: PUSEW
Water Source: City Water

Dean Brown

Remarks

Wonderful, updated in Bellevue's desirable Riverside Community, top/center of Cul de Sac priceless Sunrise Views & Sunset Hues. Features Vaulted ceilings, Hardwood, Artistic Tile, GE Slate Appliances, 43" soft close Shenandoah Winchester Oak Cathedral Cabinets in Kitchen Crown Molding + White Diamond Quartz counters, Sharp Drawer style Microwave, many Closet By Design built-ins, NO CARPET Invisible Fence, extensive landscaping. Separate Laundry room. Treelined backing to designated Association Green Space. Close to HOA Pool/Playground, H.V. Golf Center, Harpeth River, the Greenway, Lovelace Cafe, Parks, Lake, Shopping, Dining, Ford Ice Center & short commute to everything Nashville! Brand new James Lawson High School opening Fall 2023! Some exterior photos Summer 2022.

Courtesy of Vision Realty Partners, LLC

Information is deemed reliable but not guaranteed.

612 Glenridge Close

Nashville, Tennessee 37221

MLS #2484274

\$547,000

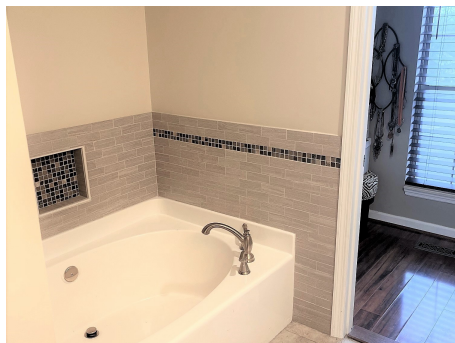
ACTIVE 1/30/23

3 Beds 3.00 Baths

Year Built 1995

2,548 Sq. Ft. (\$215 / sqft)

Days on market: 36



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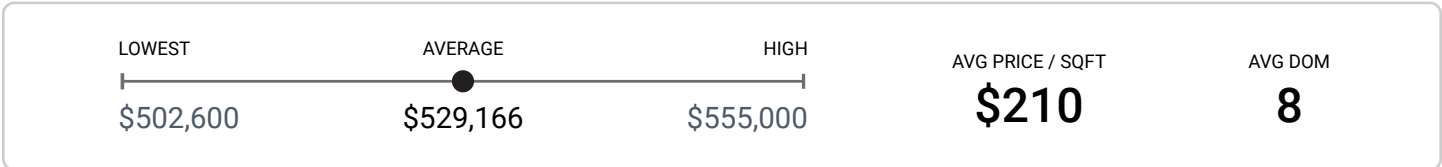


Analysis

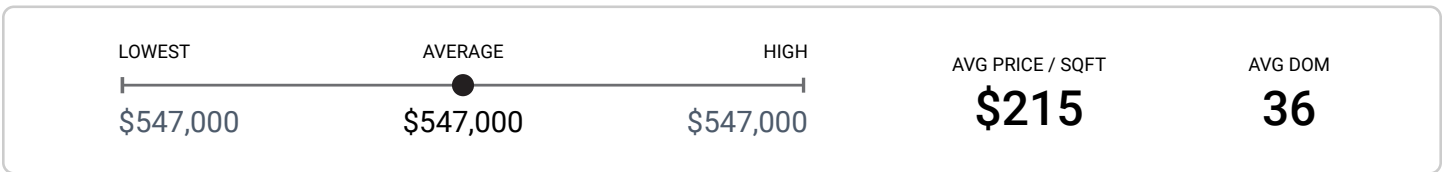
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Comparable Property Statistics

S 3 Sold Listings



A 1 Active Listings



Sold Property Analysis

Averages

101.27%

Homes sold for an average of 101.27% of their list price.

8

Days on market

It took an average of 8 days for a home to sell.

Analysis

ADDRESS	ORIG LIST PRICE	SOLD PRICE	% OF ORIG LIST PRICE	DOM	\$ PER SQFT
7028 Northridge Dr	\$549,900	\$555,000	100.93%	-	\$229
7012 Northridge Dr	\$539,900	\$529,900	98.15%	12	\$189
8547 Sawyer Brown Rd	\$479,900	\$502,600	104.73%	3	\$213
Averages	\$523,233	\$529,167	101.27%	8	\$210

Suggested List Price

Analysis of the comparable properties suggests a list price of:

\$620,000
\$231 / sqft

Comparable Averages per Status

S 3 Sold
\$529,166 \$210 / sqft
ADJ↑ \$529,167 \$210 / sqft
8 Days on Market

A 1 Active
\$547,000 \$215 / sqft
36 Days on Market

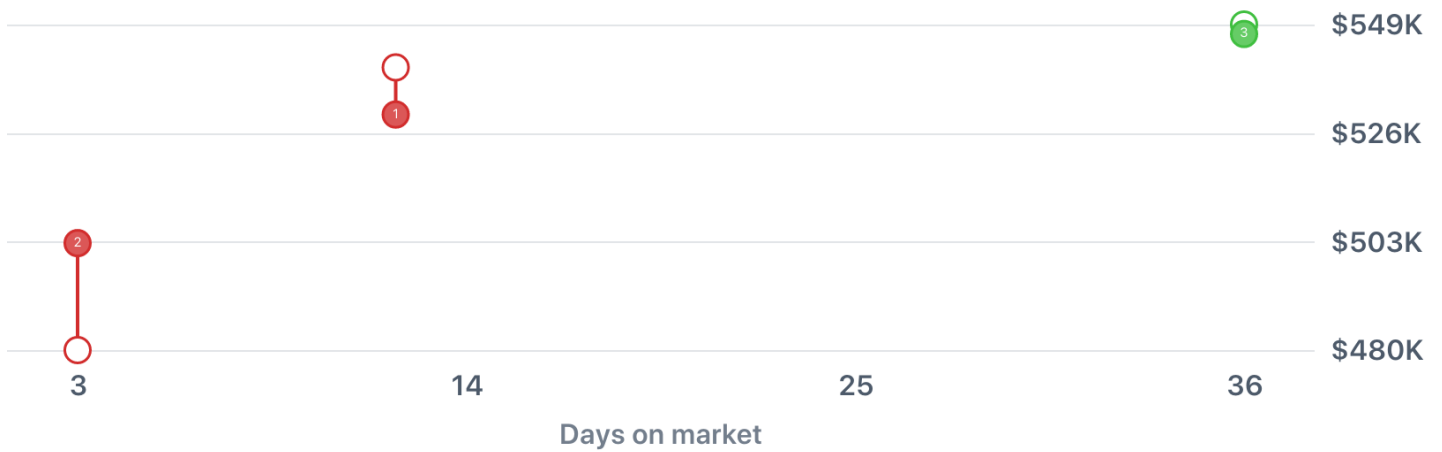
Disclaimer

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 fields such as single-family or condo, number of bedrooms, number of baths, postal codes, and many other factors. Its purpose is to show fair market value, based on what other buyers and sellers have determined through past sales, pending sales and homes recently put on the market.

Time To Sell

8 Days on Market | **101.27%** of list price

Sold homes were on the market for an average of 8 days before they accepted an offer. These homes sold for an average of 101.27% of list price.



Original list price Most recent price or sold price

	ADDRESS	STATUS	LIST PRICE	SOLD PRICE	DOM	% OF LIST \$
1	7028 Northridge Dr	● Closed	\$549,900	\$555,000	-	100.93%
2	7012 Northridge Dr	● Closed	\$539,900	\$529,900	12	98.15%
3	8547 Sawyer Brown Rd	● Closed	\$479,900	\$502,600	3	104.73%
4	612 Glenridge Close	● Active	\$547,000	-	36	100.00%
Averages			\$529,175	\$529,167	17	101.27%

Average Price Per Sqft

\$211 Sqft.

Comparable homes sold for an average of \$211 / sq. ft. Many factors such as location, use of space, condition, quality, and amenities determine the market value per square foot, so reviewing each comp carefully is important.



 Subject Property  Trendline (based on SOLD listings only)

	ADDRESS	STATUS	SOLD PRICE	SQ. FT.	\$/SQ.FT
1	7028 Northridge Dr	● Closed	\$555,000	2,422	\$229
2	7012 Northridge Dr	● Closed	\$529,900	2,804	\$189
3	8547 Sawyer Brown Rd	● Closed	\$502,600	2,363	\$213
4	612 Glenridge Close	● Active	-	2,548	\$215
Averages			\$529,166	2,534	\$211



Closing

Marketing Action Plan

Below are a few of the services we can provide as part of the marketing of your home. Before we can get started, the first important step is to:

- Sign and complete the Listing Agreement
-

First Week

- Schedule Pre-Listing Home Inspection.
- Schedule Home Stager.
- Conduct an Evaluation of Upgrades.
- Enter listing into the MLS system as Coming Soon.
- Put up "For Sale" yard sign and Sign Rider.
- Install lock box. (optional)
- Schedule time for Professional Photographer to shoot property photos.
- Review showing procedure.
- Prepare property flyer.
- Syndicate listing to real estate websites.

Second Week

- Invite brokers, agents and public to tour home during Open House.
- Begin agent to agent marketing efforts.
- Review and update status.

Third Week

- Place the property on the market on Tuesday of the first week it is on the market.
- Hold Open House on Thursday of the first week it is on the market.
- Begin accepting offers for home.
- Have home seller make decision on all offers by the beginning of the second week it is on the market.

Use Multiple Offer Worksheet. (if applicable)

Ongoing activities

Show property to potential buyers.

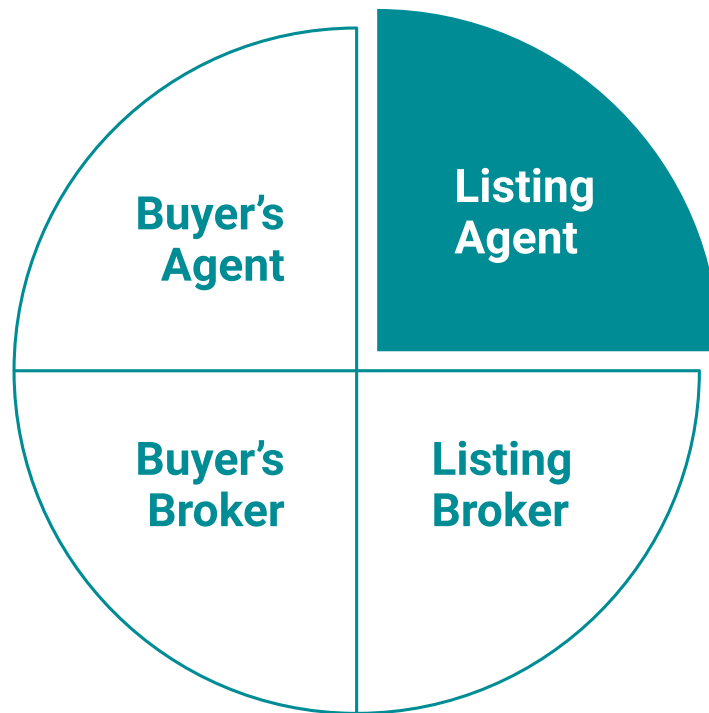
Follow-up on Internet leads.

Monitor market conditions.

Monitor comparable properties for sale.

Monitor foreclosures and short sales in market.

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.

Dean Brown

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.

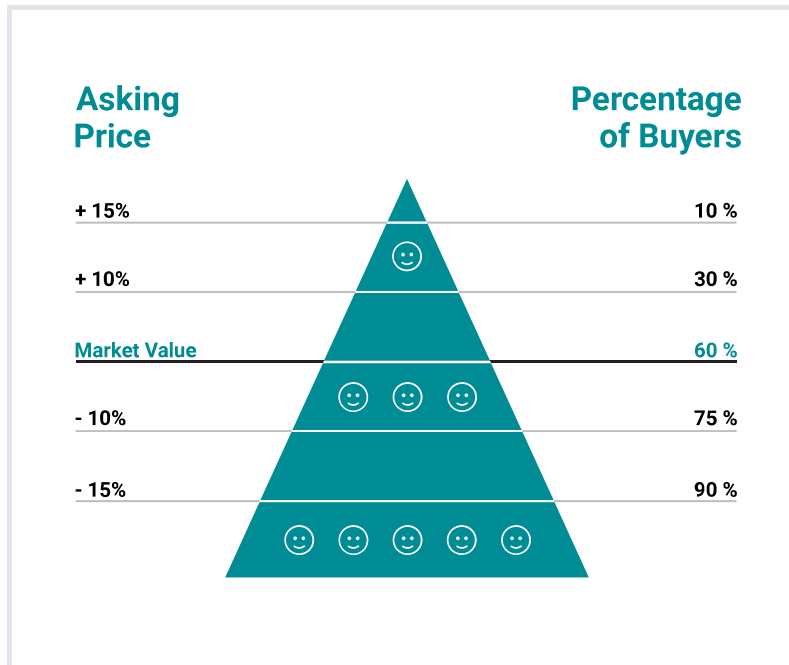
According to the National Association of Realtors' 2021 Profile of Home Buyers and Sellers, only 7% of homes sales were accomplished as for sale by owners (FSBO), and of those, 57% knew their buyer personally. FSBO home sales had a median price of \$260,000 in 2021, compared to the agent assisted home sale median price of \$318,000.

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.

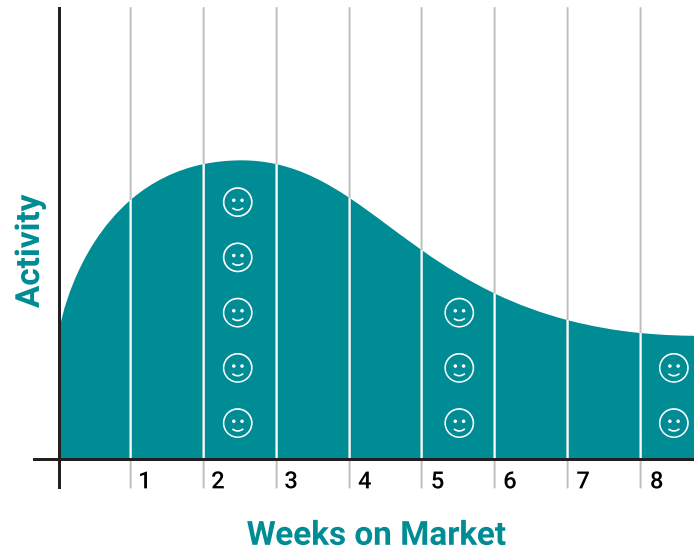
- Fair market value attracts buyers, overpricing never does.
- The first two weeks of marketing are crucial.
- The market never lies, but it can change its mind.

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 grouping 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.

Listing Paperwork Overview

It is my job to bring you an offer that you want, at the price you want, at the terms you want.

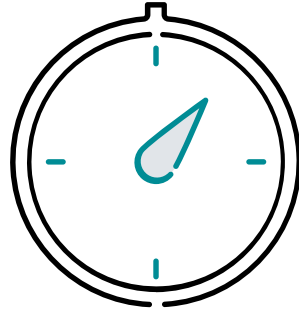
To begin that process we need to complete the listing agreement paperwork. This will let me start the process of marketing and selling your home, but it also serves to protect you and your assets. Here's an overview of the information I will need to begin the process of selling your home. I'm going to start off with the top 5 pieces of information we capture in the listing agreement.

1. First off I'm going to need basic information like your name and the address of the property we are listing for sale.
2. We also want to agree on what types of offers we can accept.
3. We need to include the agreed-upon list price.
4. We will also document what my compensation will be when the property is sold.
5. One of the most important aspects of a listing agreement is to highlight what items are not included with the sale of the property. For instance, is there a chandelier you want to take with you?

Here is some other important information we will also capture in the listing agreement.

- How I handle multiple offer situations
- Required disclosures
- Indemnification
- Fair housing
- HOA details
- Special Assignments?
- Yard Sign
- Lockbox
- Is the property vacant or leased, how long?
- Tax
- Mediation
- Was or is the house in foreclosure
- Has a notice of default been issued
- State laws
- Internet marketing permission

There may be other information that is tied to state or local regulations but I will make sure to go over these while we are completing the paperwork.



Guidance

Dean Brown

Client Testimonials

Here's a list of my happy customers!

Customer 1

Customer 2

Customer 3

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.