



Comparative Market Analysis

Prepared for
Angie Perez

For property at
123 MAIN STREET



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October 28, 2011

Angie Perez

Dear Angie,

I appreciate the opportunity to provide you with a Comparative Market Analysis for your property. Prepared exclusively for you, this analysis contains a summary of the recent real estate transactions in your area for properties that are similar to yours. While none of the properties included in this analysis is exactly like yours, they do provide a good basis by which to compare your property with the 'competition'.

The following pages contain descriptions of each property whether it is currently available for sale, recently sold, or was listed but did not sell. A short description of each property is provided, followed by a summary table of each property's key features, which allows you to easily compare the features of your property with others in your area.

Your property may have special features or improvements that could substantially affect the price range in which it should be listed. We will discuss pricing in more detail after you have had a chance to review the enclosed information.

Please give me a call if you have any questions or would like any additional information. I look forward to working with you and selling your property quickly.

Sincerely,

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Office Profile



WEICHERT CO REALTORS

Our company has been offering highly respected professional services in your community for years. You can feel confident that the sale of your property will be handled by competent professionals with many years of experience.

Our services include:

- * **Real Estate Sales**
- * **Free Market Evaluations**
- * **Property Rentals and Leases**
- * **Property Management Services**
- * **Relocation Services**

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Marketing Plan



Prepared for Angie Perez

To assure you that your property is marketed to its fullest potential and to obtain the highest possible market value, I have a detailed and effective marketing strategy.

- Carefully evaluate your home and its competition and current market conditions
- Prepare a Comparative Market Analysis to establish fair market value
- Prepare listing contract
- Prepare seller disclosure statement
- Enter listing in the MLS system
- Take photos of property
- Place For Sale Sign on property
- Place lock box on property, if needed
- Inform each agent in my brokerage of this new listing
- Schedule property for Office and MLS tours
- Prepare and submit advertisement to newspaper
- Make listing available to internet web sites
- Hold open houses
- Arrange showings for other agents
- Pre-qualify potential buyers
- Review list price based on agent feedback and market condition
- Provide a weekly market activity report
- Present and review all offers with you
- Negotiate the transaction on your behalf
- Finalize the closing
- Provide references for qualified moving and relocation services

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Subject Property

Prepared for Angie Perez

123 MAIN STREET



Area:		Section:	
Out of County:		Type:	
Year Built:		Style:	
Rooms:	5	#Bedrooms:	3
#Full/Half Baths:	1 / 0	Dine:	
Liv Area SqFt:		Lot Sz-Apx:	50X100
Fireplaces:			
Basement:	Yes / Laundry Facilities		
Exterior:			
Exterior Feat:			

Remarks:

Pride of Ownership! Well maintained single family home in Carteret's presidential section! New sidewalk, cement steps, roof, garage, siding and more. Modern and updated EIK with plenty of cabinet space. HWFs throughout. Full basement with plenty of storage inside and out. Garage is oversized with loft storage & siding.

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123 MAIN STREET



ML#:	Rms: 5	Dine:	Stat:
SE:	Beds: 3	Bsmt: Y / FULL	Taxes: \$5,984
OC:	FBath: 1	Garg: 1 / DETACH	Assc\$:
Type:	HBath: 0	Drive:	Heat: BB-HW
Style:	YrBlt:	Exter:	Fuel:
Lotsz: 50X100	Pool:	Firepl:	SqFt:
CD:	CL:	DOM:	SO:
			SP:

Pride of Ownership! Well maintained single family home in Carteret's presidential section! New sidewalk, cement steps, roof, garage, siding and more. Modern and updated EIK with plenty of cabinet space. HWFs throught out. Full basement with plenty of storage inside and out. Garage is oversized with loft storage & siding.

CARTERET (10)

26 PATRICK STREET

\$289,000 *



ML#:	105175	Rms: 8	Dine: Y / FORMAL	Stat: C/RES
SE:	HIGH SCHOOL	Beds: 3	Bsmt: Y / FINISHED	Taxes: \$6,600
OC:		FBath: 1	Garg: 1 / BLT-IN	Assc\$:
Type:	SPLIT	HBath: 1	Drive: 1CARWIDE	Heat: FORCAIR
Style:	CUSTOM	YrBlt: 1960	Exter: COMPSHIN	Fuel: GAS
Lotsz: 60X93	Pool: N	Firepl: 0	SqFt: 1600	Cool: AC-WIND
CD:	06/10/11	CL: 08/25/11	DOM: 249	SO: NMLS
				SP: \$255,000

DON'T MISS THIS ONE!! Immaculate paint job, crown moldings and super clean throughtout including ceramic and hardwood floors. This home is in MOVE-IN condition. Nice patio and beautiful lawn.

CARTERET (10)

71 OAK ST

\$249,900



ML#:	111258	Rms: 6	Dine: N	Stat: C/RES
SE:	PARK	Beds: 4	Bsmt: Y / FULL	Taxes: \$5,624
OC:		FBath: 2	Garg: 0	Assc\$:
Type:	CAPECOD	HBath: 0	Drive: 1CARWIDE	Heat: FORCAIR
Style:		YrBlt: 1950	Exter: METALSID	Fuel: GAS
Lotsz: 50X100	Pool:	Firepl: 0	SqFt:	Cool: OTHER
CD:	04/01/11	CL: 04/30/11	DOM: 38	SO: MAIN
				SP: \$245,000

You will love this house...Priced to sell...Pack your bags and move in...Beautiful hard-wood floors throughout..Newer Windows...Newer Furnace...Newer Vinyl White Picket Fence...Like You Always Dreamed Of...4 Bed 2 Baths...Corner Lot...Don't miss this one...Bring Your Fussiest Buyers...New Furnace is Central Air Ready.

CARTERET (10)

10 HEALY PL

\$220,000 *



ML#:	105678	Rms: 8	Dine: Y / DINING-L	Stat: C/RES
SE:	SHOPPING CENTE	Beds: 3	Bsmt: Y / PARTIAL	Taxes: \$6,890
OC:		FBath: 1	Garg: 1 / ATTACH	Assc\$:
Type:	SPLIT	HBath: 1	Drive: 1CARWIDE	Heat: FORCAIR
Style:		YrBlt: 1960	Exter: VINYL	Fuel: GAS
Lotsz: 60X100	Pool:	Firepl: 0	SqFt:	Cool: AC-CENT
CD:	03/07/11	CL: 08/05/11	DOM: 145	SO: NMLS
				SP: \$212,000

SHORT SALE ,PRICE & COMMISSION SUBJECT TO LENDER'S APPROVAL

CARTERET (10)

117 WHITMAN ST

\$219,900



ML#: 109080	Rms: 7	Dine: Y / LIV-DIN	Stat: C/RES
SE: TENNYSON ESTAT	Beds: 3	Bsmt: N / SLAB	Taxes: \$5,876
OC:	FBath: 1	Garg: 1 / ATTACH	Assc\$:
Type: SPLIT	HBath: 1	Drive: BLACKTOP	Heat: FORCAIR
Style:	YrBlt: 1959	Exter: VINYL	Fuel: GAS
Lotsz: 60X93	Pool:	Firepl: 0	SqFt:
			Cool: AC-CENT

CD: 01/31/11 CL: 04/15/11 DOM: 22 SO: NMLS SP: \$181,000

GREAT VALUE IN THE 3BR,1 1/2 BATH SPLIT LEVEL HOME 5MINUTES FROM NJ TURNPIKE AND SHOPPING CENTER;REMODELED KITCHEN,HARDWOOD FLOORS,CENTRAL AIR AND OK FOR FAST CLOSING.

CARTERET (10)

7 STEINER ST

\$219,000 *



ML#: 102610	Rms: 8	Dine: Y / FORMAL	Stat: C/RES
SE: HIGH SCHOOL	Beds: 3	Bsmt: N / CRAWL	Taxes: \$7,281
OC:	FBath: 2	Garg: 1 / BLT-IN	Assc\$:
Type: 2/STORY	HBath: 0	Drive: BLACKTOP	Heat: BB-HW
Style: CUSTOM	YrBlt: 1956	Exter: OTHER	Fuel: OILABOVE
Lotsz: 65X100	Pool:	Firepl: 3	SqFt: 2000
			Cool: AC-WIND

CD: 01/17/11 CL: 04/27/11 DOM: 154 SO: RFIR SP: \$192,000

Custom split just reduced for quick sale. Home features a wood burning f/p in hugh rec rm with wet bar, 2 wood burning stoves plus decorative f/p in hugh LR. Incl central vac built in garage plus beautiful h/w floors. Needs some updating but a great buy at this low price!

CARTERET (10)

62 OAK ST

\$199,900



ML#: 112937	Rms: 8	Dine: N	Stat: C/RES
SE: CARTERET	Beds: 4	Bsmt: Y / FULL	Taxes: \$6,036
OC:	FBath: 1	Garg: 0	Assc\$:
Type: CAPECOD	HBath: 0	Drive: BLACKTOP	Heat: FORCAIR
Style:	YrBlt: 1960	Exter: VINYL	Fuel: GAS
Lotsz: 50X100	Pool:	Firepl: 0	SqFt:
			Cool: AC-CENT

CD: 03/26/11 CL: 06/10/11 DOM: 5 SO: RISE SP: \$199,900

Location, location, location well cared house, seller motivated, move right in.

CARTERET (10)

142 CHERRY ST

\$179,000



ML#: 114698	Rms: 6	Dine: N / NONE	Stat: C/RES
SE: HIGH SCHOOL	Beds: 4	Bsmt: Y / FULL	Taxes: \$5,459
OC:	FBath: 2	Garg: 0	Assc\$:
Type: CAPECOD	HBath: 0	Drive: 1CARWIDE	Heat: FORCAIR
Style:	YrBlt: 1953	Exter: METALSID	Fuel: GAS
Lotsz: 50X100	Pool: N	Firepl: 0	SqFt:
			Cool: AC-CENT

CD: 06/04/11 CL: 06/08/11 DOM: 49 SO: RISE SP: \$179,000

4 bedroom 2 full bath home located in a quite section of Carteret. Home is within walking distance of schools. Shopping and NYC transportation.

CARTERET (10)

29 a TENNYSON ST.

\$169,000



ML#: 118647	Rms: 9	Dine: Y / FORMAL	Stat: C/RES
SE: CARTERET	Beds: 5	Bsmt: N	Taxes: \$7,534
OC:	FBath: 2	Garg: 1 / ATTACH	Assc\$:
Type: BILEVEL	HBath: 0	Drive: BLACKTOP	Heat: FORCAIR
Style:	YrBlt: 1978	Exter: WOODSHIN	Fuel: GAS
Lotsz: 91X92	Pool:	Firepl: 0	SqFt:
			Cool: AC-CENT

CD: 06/25/11 CL: 08/25/11 DOM: 4 SO: CHOC SP: \$175,000

NOT A SHORT SALE!!!!!! 5 br 2 bath built in 1978 bilevel in great location... original but clean.. freshly painted inside.. hardwood floors in living room dining room & upstairs bedrooms..

Comparative Homes



123 MAIN STREET



26 PATRICK STREET



71 OAK ST

ML#		105175	111258
Status		Closed	Closed
Area		Carteret	Carteret
Section		HIGH SCHOOL	PARK
Out of County			
Type		Split Level	Cape Cod
Style		Custom Home	
YrBlt		1960	1950
Rooms	5	8	6
#Bedrooms	3	3	4
#Full Baths	1	1	2
#Half Baths	0	1	0
Dine Y/N		Y	N
Dine Desc		Formal Dining Room	
Bsmnt Y/N	Y	Y	Y
Bsmnt Type	Full Basement	Basement Fully Finished	Full Basement
#Fireplaces		0	0
#Garage	1	1	0
#Carport			
Exterior		Fencing/Wall	
Pool Desc			
Heating	Baseboard Hotwater	Forced Air	Forced Air
Cooling	Air Conditioner Central	Air Conditioner Window Unit(:	See Remarks
Water	Public Water	Public Water	Public Water
Sewer	Public Sewer	Public Sewer	Public Sewer
Liv Area Sqft		1,600	
Lot Size - Appx	50X100	60X93	50X100
Lot #	7	385	00001
Tax Amount	\$5,984	\$6,600	\$5,624
Tax Year		2010	2010
Contract Date		06/10/11	04/01/11
Closing Date		08/25/11	04/30/11
DOM		249	38
Orig List Price		\$299,000	\$249,900
List Price		\$289,000 *	\$249,900
List Price/LASF	--	\$181	\$249,900
Sale Price		\$255,000	\$245,000
Sale Price/LASF	--	\$159	\$245,000
LP/SP Ratio	--	88 %	98 %

Comparative Homes



7 STEINER ST



10 HEALY PL



117 WHITMAN ST

ML#	102610	105678	109080
Status	Closed	Closed	Closed
Area	Carteret	Carteret	Carteret
Section	HIGH SCHOOL	SHOPPING CENTER	TENNYSON ESTATES
Out of County			
Type	2 or More Stories	Split Level	Split Level
Style	Custom Home		
YrBlt	1956	1960/Unknown	1959
Rooms	8	8	7
#Bedrooms	3	3	3
#Full Baths	2	1	1
#Half Baths	0	1	1
Dine Y/N	Y	Y	Y
Dine Desc	Formal Dining Room	Dining 'L'	Living/Dining Combo
Bsmnt Y/N	N	Y	N
Bsmnt Type	Crawl Only	Partial Basement	Slab/No Basement
#Fireplaces	3	0	0
#Garage	1	1	1
#Carport			
Exterior	Curbs		Curbs
Pool Desc			
Heating	Baseboard Hotwater	Forced Air	Forced Air
Cooling	Air Conditioner Window Unit(:	Air Conditioner Central	Air Conditioner Central
Water	Public Water	Public Water	Public Water
Sewer	Public Sewer	Public Sewer	Public Sewer
Liv Area Sqft	2,000		
Lot Size - Appx	65X100	60X100	60X93
Lot #	00019	00019	00018
Tax Amount	\$7,281	\$6,890	\$5,876
Tax Year	2009	2010	2010
Contract Date	01/17/11	03/07/11	01/31/11
Closing Date	04/27/11	08/05/11	04/15/11
DOM	154	145	22
Orig List Price	\$229,900	\$239,900	\$219,900
List Price	\$219,000 *	\$220,000 *	\$219,900
List Price/LASF	\$110	\$220,000	\$219,900
Sale Price	\$192,000	\$212,000	\$181,000
Sale Price/LASF	\$96	\$212,000	\$181,000
LP/SP Ratio	88 %	96 %	82 %

Comparative Homes



62 OAK ST



142 CHERRY ST



29 a TENNYSON ST.

ML#	112937	114698	118647
Status	Closed	Closed	Closed
Area	Carteret	Carteret	Carteret
Section	CARTERET	HIGH SCHOOL	CARTERET
Out of County			
Type	Cape Cod	Cape Cod	Bi-Level
Style			
YrBlt	1960	1953/Unknown	1978
Rooms	8	6	9
#Bedrooms	4	4	5
#Full Baths	1	2	2
#Half Baths	0	0	0
Dine Y/N	N	N	Y
Dine Desc		No Dining Area	Formal Dining Room
Bsmnt Y/N	Y	Y	N
Bsmnt Type	Full Basement	Full Basement	
#Fireplaces	0	0	0
#Garage	0	0	1
#Carport			
Exterior	Insulated Pane Windows	Curbs	
Pool Desc			
Heating	Forced Air, Baseboard Electric	Forced Air	Forced Air
Cooling	Air Conditioner Central	Air Conditioner Central	Air Conditioner Central
Water	Public Water	Public Water	Public Water
Sewer	Public Sewer	Public Sewer	Public Sewer
Liv Area Sqft			
Lot Size - Appx	50X100	50X100	91X92
Lot #	00020	11	24.02
Tax Amount	\$6,036	\$5,459	\$7,534
Tax Year	2010	2010	2010
Contract Date	03/26/11	06/04/11	06/25/11
Closing Date	06/10/11	06/08/11	08/25/11
DOM	5	49	4
Orig List Price	\$199,900	\$179,000	\$169,000
List Price	\$199,900	\$179,000	\$169,000
List Price/LASF	\$199,900	\$179,000	\$169,000
Sale Price	\$199,900	\$179,000	\$175,000
Sale Price/LASF	\$199,900	\$179,000	\$175,000
LP/SP Ratio	100 %	100 %	104 %

Comparative Market Summary - Closed/Sold

ML#	#Beds	#FB/HB	SqFt	YrBlt	Lot Size	Style	List Price	Sale Price
105175	3	1/1	1,600	1960	60X93	CUSTOM	\$289,000 *	\$255,000
26 PATRICK STREET				Type:	SPLIT	Garage:	1 / BLT-IN	DOM: 249
111258	4	2/0		1950	50X100		\$249,900	\$245,000
71 OAK ST				Type:	CAPECOD	Garage:	0	DOM: 38
105678	3	1/1		1960	60X100		\$220,000 *	\$212,000
10 HEALY PL				Type:	SPLIT	Garage:	1 / ATTACH	DOM: 145
109080	3	1/1		1959	60X93		\$219,900	\$181,000
117 WHITMAN ST				Type:	SPLIT	Garage:	1 / ATTACH	DOM: 22
102610	3	2/0	2,000	1956	65X100	CUSTOM	\$219,000 *	\$192,000
7 STEINER ST				Type:	2/STORY	Garage:	1 / BLT-IN	DOM: 154
112937	4	1/0		1960	50X100		\$199,900	\$199,900
62 OAK ST				Type:	CAPECOD	Garage:	0	DOM: 5
114698	4	2/0		1953	50X100		\$179,000	\$179,000
142 CHERRY ST				Type:	CAPECOD	Garage:	0	DOM: 49
118647	5	2/0		1978	91X92		\$169,000	\$175,000
29 a TENNYSON ST.				Type:	BILEVEL	Garage:	1 / ATTACH	DOM: 4

Total Listings: 8	<u>Square Footage</u>	<u>List Price</u>	<u>Sale Price</u>	<u>DOM</u>
Average	1,800	\$218,213	\$204,863	83
Minimum	1,600	\$169,000	\$175,000	4
Maximum	2,000	\$289,000	\$255,000	249
Median	1,800	\$219,450	\$195,950	44

These homes are your competition. A potential purchaser will compare your home to homes similar to these when trying to decide which to buy. Take a look at these homes, if only on paper. Try to be objective and ask yourself, "Which home is the best value?" Is it yours?" If not, these other homes may sell before yours. But don't forget that the "List Prices" of these homes represent what the sellers WANT for their home, not necessarily what they are really going to get if they sell their home. So when setting the price of your home, don't simply look at the LIST PRICE of the other comparable homes, look at the SALE PRICE of comparable homes to yours that actually SOLD!



Comparable Property Location

Prepared for Angie Perez



Comparable Address	# Beds	Days on Market	List Price	Sale Price
26 PATRICK STREET	3	249	↓ \$289,000 *	\$255,000
71 OAK ST	4	38	\$249,900	\$245,000
10 HEALY PL	3	145	↓ \$220,000 *	\$212,000
117 WHITMAN ST	3	22	\$219,900	\$181,000
7 STEINER ST	3	154	↓ \$219,000 *	\$192,000
62 OAK ST	4	5	\$199,900	\$199,900
142 CHERRY ST	4	49	\$179,000	\$179,000
29 a TENNYSON ST.	5	4	\$169,000	\$175,000

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Pricing Your Property



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General Facts About Pricing...

There are certain factors that are within our control and some factors beyond our control when it comes to setting the price. Those factors within our control are: the appearance of the property, how aggressively we market the property and the price. Factors outside our control are: location of property, size and local amenities. It's important to accept those factors that are beyond our control and focus on the pricing and preparation.

A property priced at market value will attract more buyers than a home priced above market value. Consider that a competitively priced property will also attract a greater number of potential buyers and increase your opportunity for a quick sale.

Market Statistics...

Sell Price Statistics

Average Price: \$204,900

High Price: \$255,000

Median Price: \$196,000

Low Price: \$175,000

Sell Price Per Sq. Ft. Statistics

Average Price/Sq Ft: \$127.69

High Price/Sq Ft: \$159.38

Median Price/Sq Ft: \$127.69

Low Price/Sq Ft: \$96.00

Figures are based on selling price after adjustments, and rounded to the nearest \$100.

Summary...

Analysis of the selected comparable properties suggest similar properties are selling in the price range of:

\$175,000 to \$255,000

Recommend Price: \$204,900

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Preparing Your Home

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Exterior

The condition of your home's exterior is most important when it comes to buyer appeal.

- House number should be easy to read
- Lights on timers to ensure house is lit up after sunset
- Eaves troughs, and down spouts in good repair
- Garage/car port clean and tidy
- Litter picked up
- Cracked or broken window panes replaced
- Doorbell and door hardware in good repair
- Touch up trim paint on doors, window frames, fascia, etc.
- Mow, edge and weed the lawn frequently until the home is sold.
- Overgrown shrubbery should be cut back to show as much of the exterior as possible.
- A low-cost investment in seasonal flowers or ground cover will add a personal touch.
- Inspect the roof for necessary repairs and any visible broken shingles or tiles.
- Stucco water stains can be repaired using a mild bleaching agent.
- Fences should be mended and painted.
- Wash all windows inside and outside.

Interior

Warm and welcoming!

- Lights should be on and drapes should be left open during daylight
- Heat set at a comfortable temperature
- Fresh flowers/plants in various rooms
- Chipped plaster and paint touched up and repaired
- Doors and cupboards properly closed
- Leaky taps and toilets repaired
- Burned out light bulbs replaced
- Squeaky doors oiled
- Mirrors, fixtures, and taps cleaned and polished
- Seals around tubs and basins in good repair
- Floors cleaned, garbage containers emptied
- Inside of closets and cupboards neat and tidy
- Valuable property, out of reach, out of sight, or locked away
- Pets absent, where possible, or contained during showings
- All torn screens should be repaired or replaced.
- Avoid repainting the entire house unless current colors are very loud or offbeat.
- White or light pastels are the easiest to work with and they make your rooms look larger.
- Fireplace lit in cooler weather
- Air conditioner turned on in warm weather
- Countertops neat and polished
- Appliances cleaned