

Comparative Market Analysis

To establish top market value of

7452 Main Street

Prepared for John and Betty Smith



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<http://www.topproducer.com>





Prepared for John and Betty Smith
By Kelly Agent



Date: July 20, 2007

To: John and Betty Smith

From: Kelly Agent

Re: Comparative Market Analysis

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

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

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

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

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

Sincerely,

Kelly Agent



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My Professional Resume

Experience

Serving proudly for the past 12 years

Education

B.A. Harvard School of Business



Professional Affiliations

Specializing in Residential and Relocation Real Estate
Realtor®, ABR, BS, CRS, GRI

Community Involvement

Rotary Club Volunteer and Chairperson for the local PTA

Background, Family And Hobbies

Skydiving and Crocodile wrestling along with Golf and Tennis keep my family entertained during our leisure time!



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Recent Testimonials

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

Kelly continues to provide constant updates on market conditions around our neighborhood with tools we have never seen from other Agents, we are very impressed and recommend her to everyone we know!

Bob & Sheila Henderson

We found Kelly on line because of the rich content her website provided. We were able to do so much research that when we were ready to transact, so was Kelly!

Jose & Maria Santos

Unlike other agents we have worked with in the past, Kelly created a web page for us to view all activities that have taken place during the listing and closing! Now that is accountability!

William & Grace Chow



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My Marketing Action Plan

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

Specifically, I will market your property through:

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

In addition, I will:

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



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Preparing Your Home to Sell

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

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

Exterior

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

Interior

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

Tips For Showings And Open Houses

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

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



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Market Analysis Explanation

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

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

This analysis is divided into four categories:

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

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

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

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

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



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Subject Property



7452 Main Street

Style	Split level
List \$/Sqft	
Square Ft	2,200
Bedrooms	4
Baths	3
Parking	
Taxes	\$1,800
List Date	
DOM	0
Age	
Lot Size	10000
Levels	

Features: Hot tub, Pool, Sauna, Triple garage, View lot

Comments: Custom made home with lots of parking. 6 bedrooms up including two master bedrooms. Granite countertops, hardwood floors, and radiant heating on both floors. This very spacious house originally designed for an extended family has a huge private backyard and is close to all amenities. It is a must see.



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Current Listings

Subject Property

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	\$/Sqft	DOM
7452 Main Street	2,200	10000	Split level	4	3				0

Current Listings

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	\$/Sqft	DOM
Average:							\$158,233	\$88	24
2008 Royal Court,	1822	7040	Traditional	3	2 / 02	Attached	\$166,900	\$92	42
344 Front, Bellville,	1706		Traditional	3	1 / 11	Attached	\$154,900	\$91	11
317 E. Hilburn,	1905		Traditional	3	2 / 0	Tandem	\$152,900	\$80	21



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Current Listings

2008 Royal Court,



Austin \$166,900

Style Traditional
List \$/Sqft \$92
Square Ft 1822
Bedrooms 3
Baths 2 / 0
Parking 2 / Attached
Taxes
List Date 6/8/2007
DOM 42
Age 1
Lot Size 7040
Levels 1

Features: Exterior: Partially Fenced, Oven
Description: Gas Oven,
Range Description: Gas
Range, Foundation: Slab,
Comments: An Energy Star Home Fully Sodded And Landscaped., County: Austin, City: Bellville, Location: Austin County, Section: 0, Subdivision: Royal Court, Elementary:

344 Front, Bellville, TX



Austin \$154,900

Style Traditional
List \$/Sqft \$91
Square Ft 1706
Bedrooms 3
Baths 1 / 1
Parking 1 / Attached
Taxes \$1,589
List Date 7/9/2007
DOM 11
Age 53
Lot Size
Levels 1

Features: Fireplace: 1, Wood Burning Fireplace,
Interior: Breakfast Bar,
Fire/Smoke Alarm, Oven
Description: Electric Oven,
Comments: Beautiful Home, In Town On Large Shaded Lot Close To Schools And Shopping. Home Has Been Completely Updated. Very Clean And Well Kept.

317 E. Hilburn,



Austin \$152,900

Style Traditional
List \$/Sqft \$80
Square Ft 1905
Bedrooms 3
Baths 2 / 0
Parking Tandem
Taxes \$2,439
List Date 6/29/2007
DOM 21
Age 30
Lot Size
Levels 1

Features: Fireplace: 1, Wood Burning Fireplace,
Exterior: Storage Shed,
Fully Fenced, Oven
Description: Gas Oven,
Comments: Just Blocks From Beautiful Downtown Bellville. This 3 Bedroom, 2 Bath With Large Extra Room For Game/Media Room. Front Porch. Extended Driveway For



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Map of Current Listings



Current listing (CL1) - 344 Front, Bellville, TX - \$154,900
Current listing (CL2) - 317 E. Hilburn, Bellville, TX - \$152,900



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Recent Sales

Subject Property

Address	SqFt	Lot size	Style	Bed	Bath	Parking	Sale Price	\$/Sqft
7452 Main Street	2,200	10000	Split level	4	3			0

Recent Sales

Address	SqFt	Lot size	Style	Bed	Bath	Parking	Sale Price	\$/Sqft
Average:							\$87,159	\$58 324
407 South Matthews,	2107	1263	Traditional	3	2	1 /	\$88,635	\$42 221
201 North Hunt,	1489	15246	Traditional	3	2	2 /	\$89,000	\$60 705
313 Austin, Bellville,	1263		Other Style	2	1	1 / 01 /	\$89,000	\$70 32
733 East Mill,	1334		Traditional	2	2	2 / 02 /	\$82,000	\$61 339



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Recent Sales

407 South Matthews,



Austin \$88,635

Style Traditional
List Price \$89,900
List \$/Sqft \$43
Square Ft 2107
Bedrooms 3
Baths 2
Parking 1 / Attached
Taxes
Sale Date 4/14/2003
Sale \$/Sqft \$42
DOM 221
Age 51
Lot Size 1263
Levels 1

Features: Oven
Description: Electric Oven, Freestanding Oven, Range
Description:

Comments: Spacious Frame Home Located Next Door To Obryant Elem. Gate In Back Yard Opent To School Grounds. Very Convenient For Someone

201 North Hunt,



Austin \$89,000

Style Traditional
List Price \$89,000
List \$/Sqft \$60
Square Ft 1489
Bedrooms 3
Baths 2
Parking 2 / Attached
Taxes
Sale Date 6/2/2003
Sale \$/Sqft \$60
DOM 705
Age 23
Lot Size 15246
Levels 1

Features: Fireplace: 1, Wood Burning Fireplace, Oven
Description: Electric Oven, Freestanding Oven,

Comments: Extra Neat & Tidy! Great Location. Across The Street From Bellville Hosp 2 Blocks Rom The Square, Library & Walking Distance To Mini

313 Austin, Bellville,



Austin \$89,000

Style Other Style
List Price \$92,500
List \$/Sqft \$73
Square Ft 1263
Bedrooms 2
Baths 1 / 0
Parking 1 / Attached
Taxes \$995
Sale Date 12/19/2003
Sale \$/Sqft \$70
DOM 32
Age 61
Lot Size
Levels 1

Features: Exterior: Fully Fenced, Range
Description: Gas Range, Foundation: Pier & Beam,

Comments: Precious And Charming 2 Bedroom 1 Bath Home Several Blocks From Bellville Square And Bellville Intermediate/Elem.

733 East Mill, Bellville,



Austin \$82,000

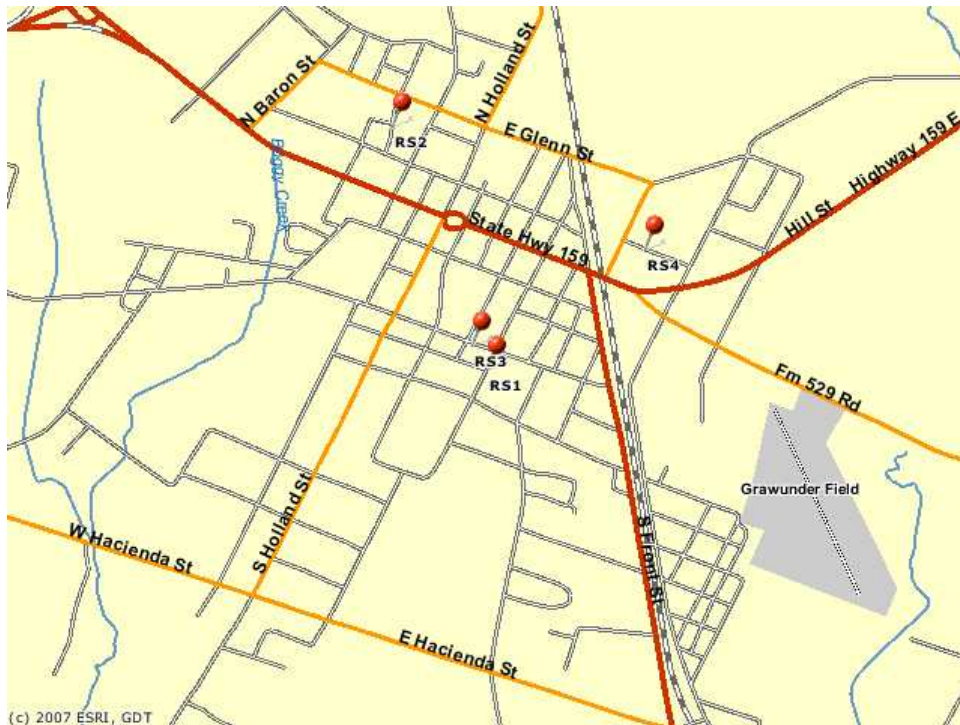
Style Traditional
List Price \$84,750
List \$/Sqft \$64
Square Ft 1334
Bedrooms 2
Baths 2 / 0
Parking 2 / Attached
Taxes \$1,697
Sale Date 11/27/2006
Sale \$/Sqft \$61
DOM 339
Age 24
Lot Size
Levels 1

Features: Foundation: Slab, Siding: Brick & Wood, Heating: Central Electric, Cooling: Central

Comments: County: Austin, City: Bellville, Location: Austin County, Section: 00, Subdivision: 00, Elementary: Bellville, Junior High: Bellville, High



Map of Recent Sales



- Recent sale (RS1) - 407 South Matthews, Bellville, TX - \$88,635
- Recent sale (RS2) - 201 North Hunt, Bellville, TX - \$89,000
- Recent sale (RS3) - 313 Austin, Bellville, TX - \$89,000
- Recent sale (RS4) - 733 East Mill, Bellville, TX - \$82,000



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Pending Sales

Subject Property

Address	SqFt	Lot size	Style	Bed	Bath	Parking	Sale Price	\$/Sqft
7452 Main Street	2,200	10000	Split level	4	3			0

Pending Sales

Address	SqFt	Lot size	Style	Bed	Bath	Parking	Sale Price	\$/Sqft
Average:								238
714 Eagle Lake	1880		Traditional	4	2 / 0			322
2000 Royal Court,	1362		Traditional	3	2 / 02 / Attached			102
5943 West Hwy 159	3000		Contemporary	3	2 / 1			428
2002 Royal Court,	1509	5775	Traditional	3	2 / 02 / Attached			102



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Pending Sales

714 Eagle Lake Road,



Austin

Style Traditional
List Price \$143,900
List \$/Sqft \$77
Square Ft 1880
Bedrooms 4
Baths 2 / 0
Parking
Taxes
Sale Date
Sale \$/Sqft
DOM 322
Age 51
Lot Size
Levels 1

Features: Exterior: Fully Fenced, Oven Description: Electric Oven, Range Description: Electric

Comments: This Lovely Home Has Been Recently Remodelled And Offers A Split Floor Plan With Four Bedrooms/Two Baths/ 1-Carport. Wood Floors In

2000 Royal Court,



Austin

Style Traditional
List Price \$144,900
List \$/Sqft \$106
Square Ft 1362
Bedrooms 3
Baths 2 / 0
Parking 2 / Attached
Taxes
Sale Date
Sale \$/Sqft
DOM 102
Age 0
Lot Size
Levels 1

Features: Exterior: Patio/Deck, Oven Description: Convection Oven, Foundation: Slab,

Comments: All Brick Home With Hardi Plank Trim, 30 Year Composition Roof. Tile In Entry, Kichen/Dining Area, Bedroom Hall And Bathrooms. Silstone

5943 West Hwy 159



Austin

Style Contemporar
List Price \$254,900
List \$/Sqft \$85
Square Ft 3000
Bedrooms 3
Baths 2 / 1
Parking
Taxes
Sale Date
Sale \$/Sqft
DOM 428
Age 17
Lot Size
Levels 2

Features: Fireplace: 1, Wood Burning Fireplace, Exterior: Barn/Stable, Cross Fenced, Interior:

Comments: You Will Fall In Love With This Spacious Country Home Only Minutes Outside Of Bellville. The Formal Living Room Offers A Wood

2002 Royal Court,



Austin

Style Traditional
List Price \$154,900
List \$/Sqft \$103
Square Ft 1509
Bedrooms 3
Baths 2 / 0
Parking 2 / Attached
Taxes
Sale Date
Sale \$/Sqft
DOM 102
Age 0
Lot Size 5775
Levels 1

Features: Oven Description: Gas Oven, Range Description: Gas Range, Foundation: Slab

Comments: New Home, An Energy Star Home Fully Sodded And Landscaped., County: Austin, City: Bellville, Location: Austin County, Section: 0,



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Map of Pending Sales



Pending sale (PS1) - 714 Eagle Lake Road, Sealy, TX - \$0



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Expired Listings

Subject Property									
Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	\$/Sqft	DOM
7452 Main Street	2,200	10000	Split level	4	3				0

Expired Listings									
Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	\$/Sqft	DOM
Average:							\$142,125	\$91	1548
237 South Bell,	1642		Victorian	3	2 / 0	1 / Detached	\$169,000	\$103	1190
221 West Fisher,	1472	21094	Traditional	3	2 / 0	2 / Attached	\$129,500	\$88	1474
415 Sikes, Bellville,	1514		Traditional	3	2 / 0	2 / Detached	\$135,000	\$89	1530
304 West Hwy 159,	1636	80020	Other Style	3	2	2 / Detached	\$135,000	\$83	1999



Expired Listings

237 South Bell,



Austin \$169,000

Style Victorian
List \$/Sqft \$103
Square Ft 1642
Bedrooms 3
Baths 2 / 0
Parking 1 / Detached
Taxes
List Date 4/16/2004
DOM 1190
Age 71
Lot Size
Levels 2

Features: Carport: 1, Detached Carport, Parking Description: Additional Parking, Exterior: Storage Shed,

Comments: Classic Victorian In Move-In Condition. 1930's Home With Wrap-Around Porch, Gingerbread, Wood Floors, Rock Walkways, Beautiful Yard, Guest House, Hot-

221 West Fisher,



Austin \$129,500

Style Traditional
List \$/Sqft \$88
Square Ft 1472
Bedrooms 3
Baths 2 / 0
Parking 2 / Attached
Taxes \$2,112
List Date 7/7/2003
DOM 1474
Age 9
Lot Size 21094
Levels 1

Features: Fireplace: 1, Wood Burning Fireplace, Parking Description: Auto Garage Door Opener, Exterior: Fully Fenced,

Comments: Immaculately Clean 3-2-2 Brick Home On Small Lot. Open Concept Living Area. The Kitchen And Bathrooms Have Wallpaper And The Rest Of The House Is

415 Sikes, Bellville, TX



Austin \$135,000

Style Traditional
List \$/Sqft \$89
Square Ft 1514
Bedrooms 3
Baths 2 / 0
Parking 2 / Detached
Taxes
List Date 5/12/2003
DOM 1530
Age 30
Lot Size
Levels 1

Features: Fireplace: 1, Wood Burning Fireplace, Exterior: Barn/Stable, Cross Fenced, Storage Shed, Oven Description:

Comments: Nicely Secluded Home On 2 Acres Just Outside Bellville. Home Has Vinyl Siding And Composition Roof. Barn, Shed, And Loading Shed, Fenced And

304 West Hwy 159,



Austin \$135,000

Style Other Style
List \$/Sqft \$83
Square Ft 1636
Bedrooms 3
Baths 2
Parking 2 / Detached
Taxes
List Date 1/28/2002
DOM 1999
Age 67
Lot Size 80020
Levels 1

Features: Fireplace: 1, Wood Burning Fireplace, Parking Description: Workshop, Exterior: Storage Shed, Interior:

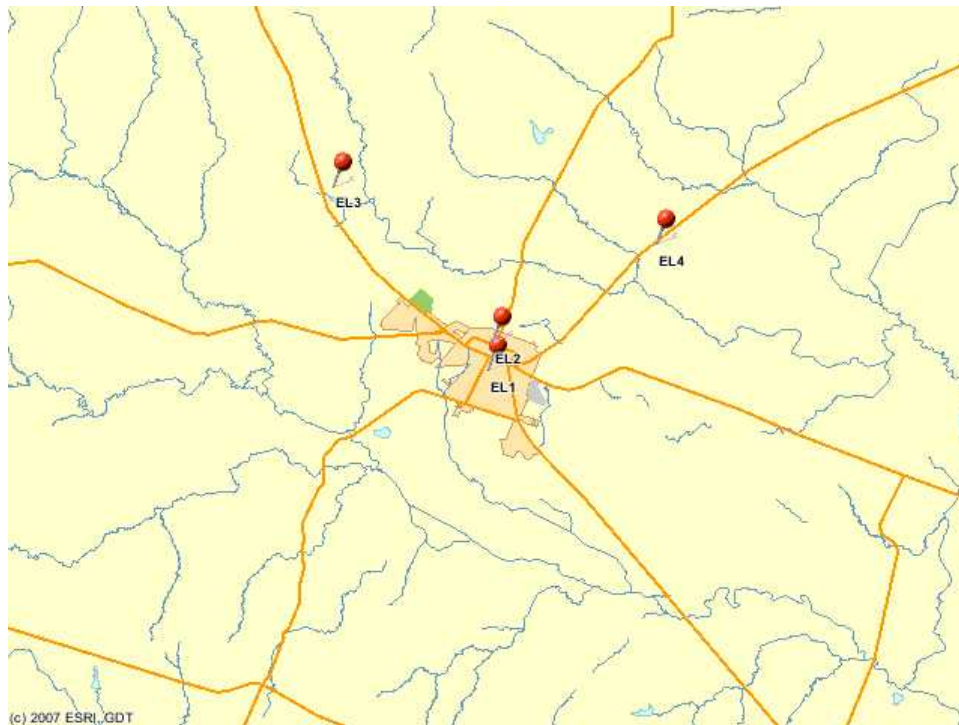
Comments: Wonderful 3/2 Cedar Home, Only 1.8 Acres Close To Bellville, Family Room Has Stone Fp & Attractive Wood Floors. Inviting Kitchen W/Tile Countertops &



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Map of Expired Listings



- Expired listing (EL1) - 237 South Bell, Bellville, TX - \$169,000
- Expired listing (EL2) - 221 West Fisher, Bellville, TX - \$129,500
- Expired listing (EL3) - 415 Sikes, Bellville, TX - \$135,000
- Expired listing (EL4) - 304 West Hwy 159, Bellville, TX - \$135,000



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Comparable Properties

Subject Property

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	Sale Price	\$/Sqft	DOM
7452 Main Street	2,200	10000	Split level	4	3					0

Comparable Properties

Average for comparable type	List Price	Sale Price	\$/Sqft	DOM
Current listings	\$158,233		\$87	24
Recent sales	\$89,037	\$87,158	\$58	324
Pending sales	\$174,650			238
Expired listings	\$142,125		\$90	1548

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	Sale Price	\$/Sqft	DOM
Current listings										
2008 Royal Court,	1822	7040	Traditional	3	2 / 0	2 / Attached	\$166,900		\$92	42
344 Front, Bellville,	1706		Traditional	3	1 / 1	1 / Attached	\$154,900		\$91	11
317 E. Hilburn,	1905		Traditional	3	2 / 0	Tandem	\$152,900		\$80	21
Recent sales										
407 South Matthews,	2107	1263	Traditional	3	2	1 / Attached	\$89,900	\$88,635	\$42	221
201 North Hunt,	1489	15246	Traditional	3	2	2 / Attached	\$89,000	\$89,000	\$60	705
313 Austin, Bellville,	1263		Other Style	2	1 / 0	1 / Attached	\$92,500	\$89,000	\$70	32
733 East Mill,	1334		Traditional	2	2 / 0	2 / Attached	\$84,750	\$82,000	\$61	339
Pending sales										
714 Eagle Lake	1880		Traditional	4	2 / 0		\$143,900			322
2000 Royal Court,	1362		Traditional	3	2 / 0	2 / Attached	\$144,900			102
5943 West Hwy 159	3000		Contempora	3	2 / 1		\$254,900			428
2002 Royal Court,	1509	5775	Traditional	3	2 / 0	2 / Attached	\$154,900			102



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Comparable Properties

Subject Property

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	Sale Price	\$/Sqft	DOM
7452 Main Street	2,200	10000	Split level	4	3					0

Comparable Properties

Average for comparable type	List Price	Sale Price	\$/Sqft	DOM
Current listings	\$158,233		\$87	24
Recent sales	\$89,037	\$87,158	\$58	324
Pending sales	\$174,650			238
Expired listings	\$142,125		\$90	1548

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	Sale Price	\$/Sqft	DOM
Expired listings										
237 South Bell,	1642		Victorian	3	2 / 0	1 /	\$169,000		\$103	1190
221 West Fisher,	1472	21094	Traditional	3	2 / 0	2 / Attached	\$129,500		\$88	1474
415 Sikes, Bellville,	1514		Traditional	3	2 / 0	2 /	\$135,000		\$89	1530
304 West Hwy 159,	1636	80020	Other Style	3	2	2 /	\$135,000		\$83	1999



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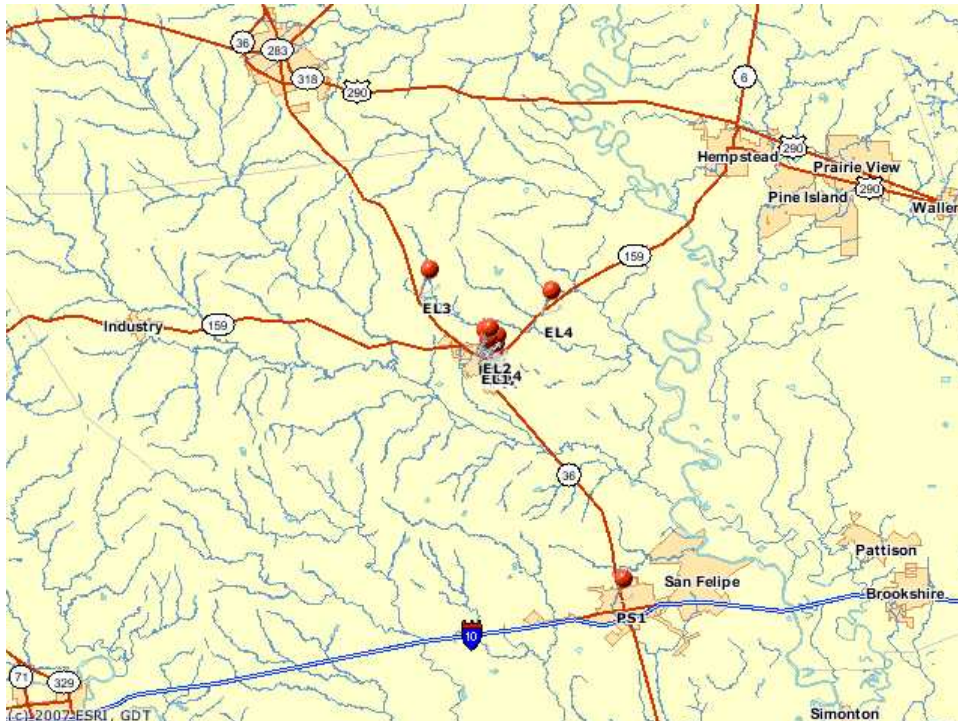
Property Adjustments

Address	7452 Main Street	407 South Matthews,	201 North Hunt, Bellville, TX	313 Austin, Bellville, TX	733 East Mill, Bellville, TX
Square Feet	2,200	2107	1489	1263	1334
Lot Size	10000	1263	15246		
Style	Split level	Traditional	Traditional	Other Style	Traditional
Bedrooms	4	3	3	2	2
Baths	3	2	2	1 / 0	2 / 0
Parking		1 / Attached	2 / Attached	1 / Attached	2 / Attached
Comments	Custom made home with lots of parking. 6 bedrooms up including two	Spacious Frame Home Located Next Door To Obryant Elem. Gate In Back Yard	Extra Neat & Tidy! Great Location. Across The Street From Bellville Hosp 2 Blocks	Precious And Charming 2 Bedroom 1 Bath Home Several Blocks From	County: Austin, City: Bellville, Location: Austin County, Section: 00, Subdivision:
List Price		\$89,900	\$89,000	\$92,500	\$84,750
Sale Price		\$88,635	\$89,000	\$89,000	\$82,000
Adjustments Totals*					
Adjusted Sale Price		\$88,635	\$89,000	\$89,000	\$82,000

* Adjustment details



Map of All Comparable Properties



- Current listing (CL1) - 344 Front, Bellville, TX - \$154,900
- Current listing (CL2) - 317 E. Hilburn, Bellville, TX - \$152,900
- Recent sale (RS1) - 407 South Matthews, Bellville, TX - \$88,635
- Recent sale (RS2) - 201 North Hunt, Bellville, TX - \$89,000
- Recent sale (RS3) - 313 Austin, Bellville, TX - \$89,000
- Recent sale (RS4) - 733 East Mill, Bellville, TX - \$82,000
- Pending sale (PS1) - 714 Eagle Lake Road, Sealy, TX - \$0
- Expired listing (EL1) - 237 South Bell, Bellville, TX - \$169,000
- Expired listing (EL2) - 221 West Fisher, Bellville, TX - \$129,500
- Expired listing (EL3) - 415 Sikes, Bellville, TX - \$135,000
- Expired listing (EL4) - 304 West Hwy 159, Bellville, TX - \$135,000



Strategically Pricing Your Property to Sell It for Top Dollar

Pricing Your Property Is A Balancing Act

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

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

Your Home's Actual Market Value

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

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

The Bottom Line: REALISTIC IS STRATEGIC!

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

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

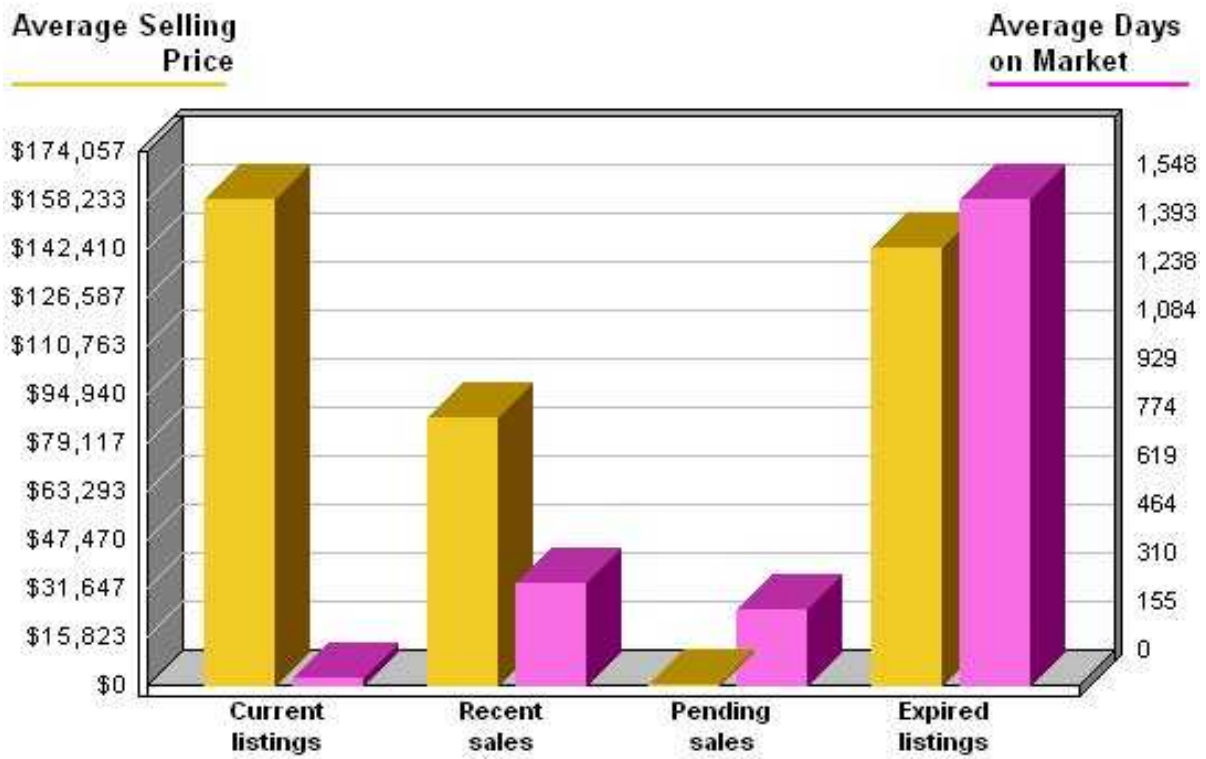




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By Kelly Agent



Average Selling Price

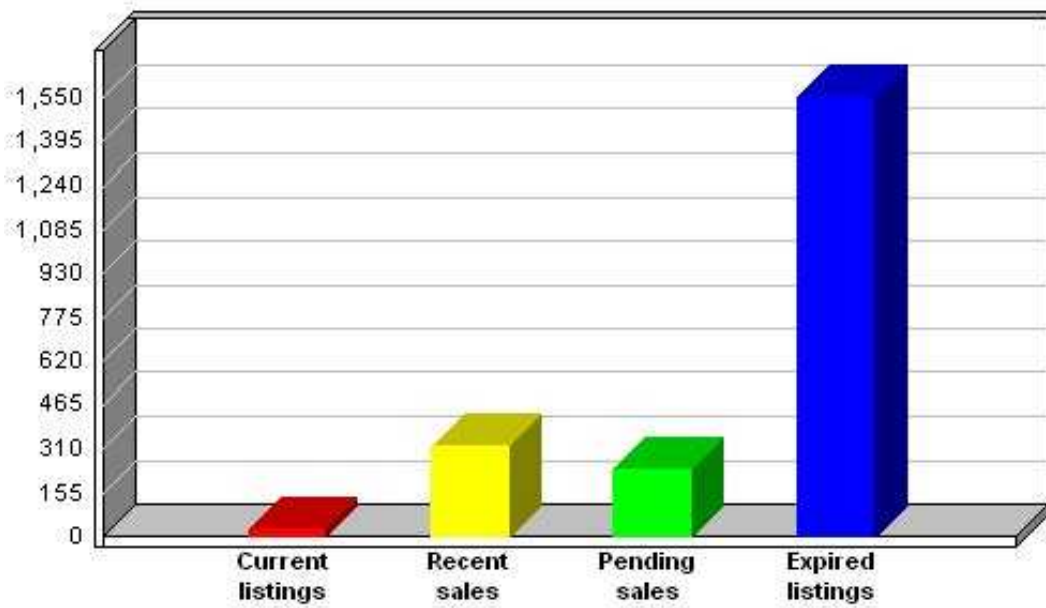




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Average Days on Market





Market Activity

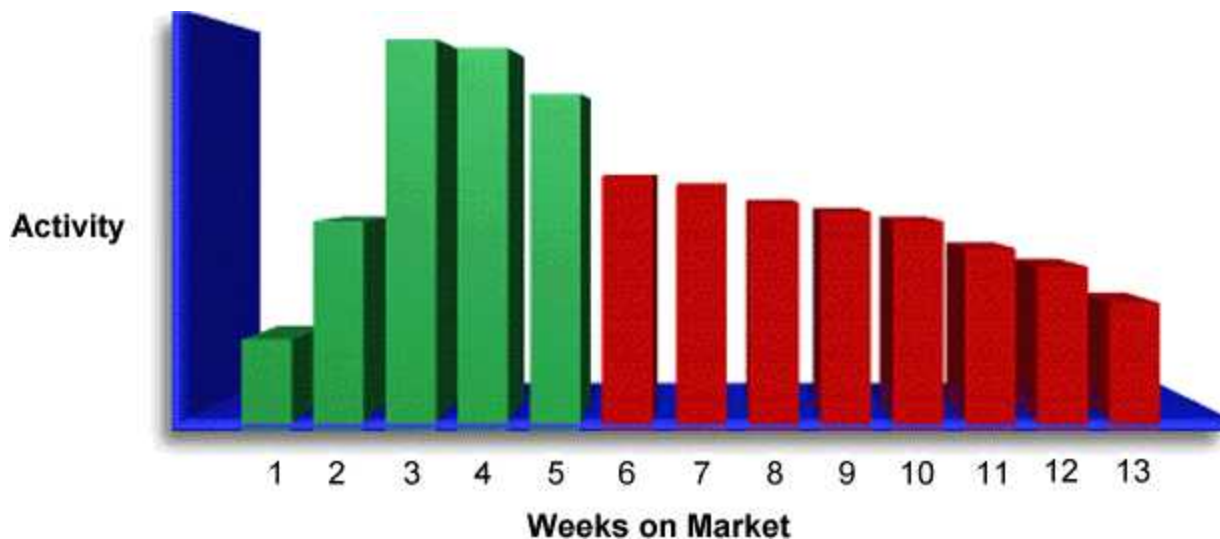
Your Home's Optimum Time -On-Market

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

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

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

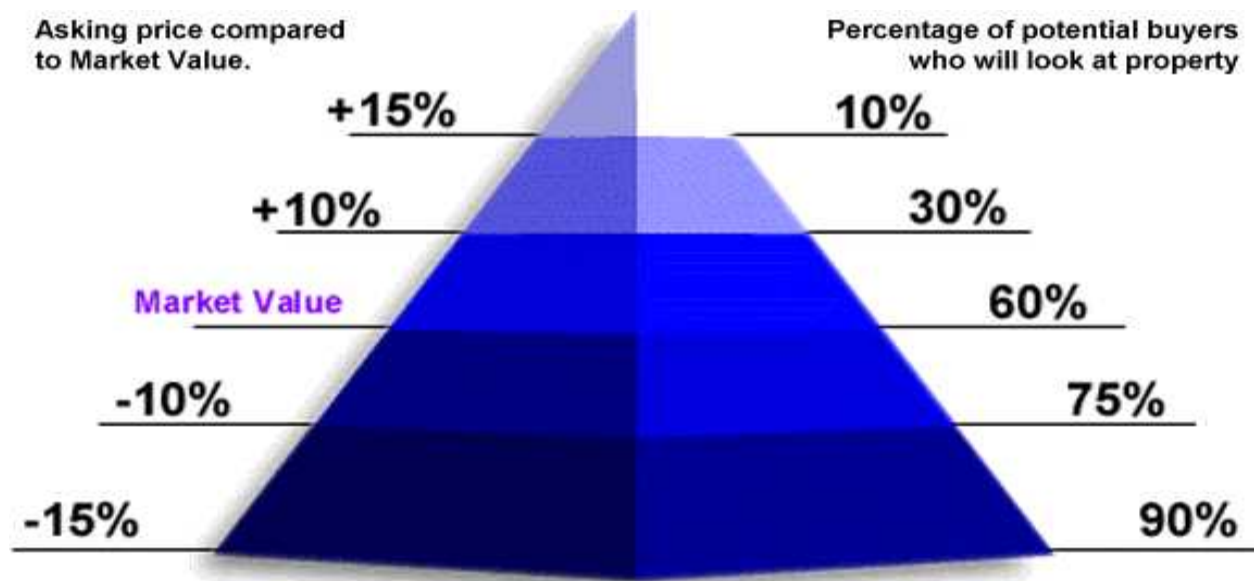
This is why it is crucial that your home be priced correctly during the three-week window.





Pricing Pyramid

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





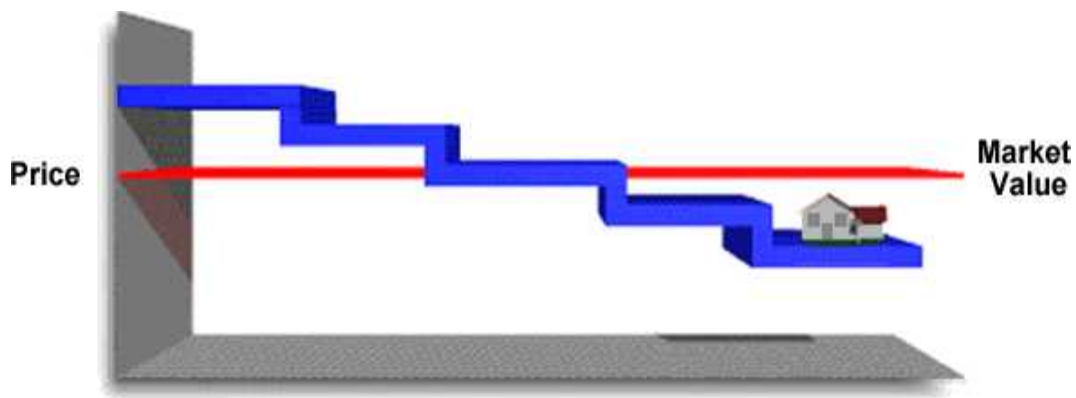
The Consequences of Overpricing

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

Here is why:

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

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





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Price Recommendation

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

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

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



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My Commitment to You

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

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

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

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

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

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