

# COMPARATIVE MARKET ANALYSIS

To establish top market value of:

1234 ANYSTREET  
ANY CITY, 12345

Prepared for: John and Jane Doe  
By: Ana Esparza & Anita A. Gonzalez  
Your Real Estate Professionals



# MARKET ANALYSIS EXPLANATION

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The correct selling price of a home is the highest price the market will bear. To assist you in determining the correct asking price we have provided you with a comprehensive market analysis of comparable properties that have been recently offered for sale in your neighborhood.

This analysis is based strictly on homes that can be considered similar to yours, and has been specially prepared for you over the last few days.

This 'Comprehensive' property analysis is divided into four categories:

1. Similar properties that are currently listed
2. Similar properties that have recently sold
3. Similar properties that have sales pending
4. Similar properties that failed to sell

By carefully studying the comparable property locations, features, and the terms under which they are offered, we can develop a clear picture of the potential market for your property.

By looking at the properties currently listed, we can see exactly what alternatives a serious buyer has to choose from. We can be certain that we are not under pricing the property.

By looking at similar properties recently sold, we can see what homeowners have actually received over the last few months. This is the acid test that is used by lending institutions to determine how much they will be willing to lend a buyer for your home.

While we naturally want top market value for the home, we can agree that there's a point where the price would be too high. By looking at homes that didn't sell, we can accurately determine that price point and be careful not to get too close to it. By doing our homework diligently, we can get maximum dollars in a reasonably short period of time.

# SUBJECT PROPERTY

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## 123 Any Street, Any City

<b>Style</b>	Townhouse
<b>List \$/Sqft</b>	
<b>Square Ft</b>	1,300
<b>Bedrooms</b>	3
<b>Baths</b>	2.5
<b>Parking</b>	2 car Garage
<b>Taxes</b>	
<b>List Date</b>	
<b>DOM</b>	0
<b>Age</b>	
<b>Lot Size</b>	
<b>Levels</b>	

### Features:

**Comments:** 28,000 in upgrades! This completely remodeled home features a brand new kitchen complete with granite countertops and new flooring throughout. Turnkey and one of most desirable models in the complex, just move right in.

# COMPARABLE PROPERTIES

## Subject Property

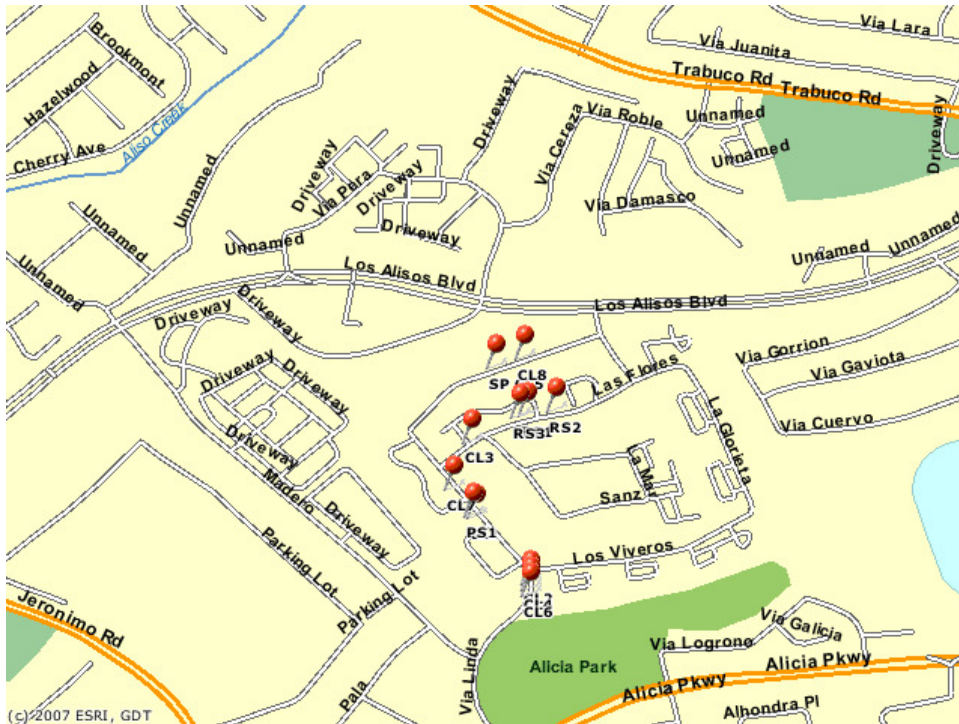
Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	Sale Price	\$/Sqft	DOM
123 Any Street	1,300		Townhouse	3	2.5	2 car				0

## Comparable Properties

Average for comparable type	List Price	Sale Price	\$/Sqft	DOM
Current listings	\$508,697		\$401	60
Recent sales	\$511,833	\$498,666	\$411	90
Pending sales	\$510,000	\$510,000	\$425	175

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	Sale Price	\$/Sqft	DOM
<b>Current listings</b>										
23311 Via Linda, #C,	1200	0	Condominiu	3	2.5	2	\$504,900		\$421	47
23421 Via Linda, #A,	1315	0	Condominiu	2	2.5	2	\$524,900		\$399	115
26071 Las Flores,	1300	0	Condominiu	3	2.5	2	\$475,000		\$365	65
23431 Via Linda,	1200	0	Condominiu	3	2.5	2	\$505,000		\$421	45
26101 Del Rey, #92,	1315	0	Condominiu	3	2.5	2	\$534,900		\$407	43
23441 Via Linda, #C,	1323	0	Condominiu	3	2.5	2	\$529,000		\$400	84
23271 Via Linda,	1198	0	Condominiu	3	2.5	2	\$495,000		\$413	48
26131 Del Rey, #85,	1300	0	Condominiu	3	2.5	2	\$500,876		\$385	33
<b>Recent sales</b>										
26141 Las Flores,	1323	0	Condominiu	3	2.5	2	\$535,000	\$525,000	\$397	31
26161 Las Flores,	1160	1200	Condominiu	3	2.5	2	\$488,500	\$480,000	\$414	99
26131 Las Flores,	1160	0	Condominiu	3	2.5	2	\$512,000	\$491,000	\$423	141
<b>Pending sales</b>										
23301 Via Linda,	1200	0	Condominiu	3	2.5	2	\$510,000	\$510,000	\$425	175

## MAP OF ALL COMPARABLE PROPERTIES



Subject Property (SP) - 26101 Del Rey, #B, Mission Viejo, CA - \$535,000 - \$547,930  
Current listing (CL1) - 23311 Via Linda, #C, Mission Viejo, CA - \$504,900  
Current listing (CL2) - 23421 Via Linda, #A, Mission Viejo, CA - \$524,900  
Current listing (CL3) - 26071 Las Flores, #B, Mission Viejo, CA - \$475,000  
Current listing (CL4) - 23431 Via Linda, #65, Mission Viejo, CA - \$505,000  
Current listing (CL5) - 26101 Del Rey, #92, Mission Viejo, CA - \$534,900  
Current listing (CL6) - 23441 Via Linda, #C, Mission Viejo, CA - \$529,000  
Current listing (CL7) - 23271 Via Linda, #22, Mission Viejo, CA - \$495,000  
Current listing (CL8) - 26131 Del Rey, #85, Mission Viejo, CA - \$500,876  
Recent sale (RS1) - 26141 Las Flores, #A, Mission Viejo, CA - \$525,000  
Recent sale (RS2) - 26161 Las Flores, #A, Mission Viejo, CA - \$480,000  
Recent sale (RS3) - 26131 Las Flores, #B, Mission Viejo, CA - \$491,000  
Pending sale (PS1) - 23301 Via Linda, #28, Mission Viejo, CA - \$510,000

## CURRENT LISTINGS

### 23311 Via Linda, #C,



Mission \$504,900

**Style** Condominium  
**List \$/Sqft** \$421  
**Square Ft** 1200  
**Bedrooms** 3  
**Baths** 2.5  
**Parking** 2  
**Taxes** \$2,139  
**List Date** 5/26/2007  
**DOM** 47  
**Age** 22  
**Lot Size** 0  
**Levels** 2

**Features:** Interior: Cathedral-Vaulted Ceilings, Cool: Ceiling Fan, Central, Heat: Forced Air, Water: District,

**Comments:** Plenty Of Windows And Light, Vaulted Ceiling, Fireplace, Extremely Clean And Maintained By Professional House-keeper. Kitchen Offers

### 23421 Via Linda, #A,



Mission \$524,900

**Style** Condominium  
**List \$/Sqft** \$399  
**Square Ft** 1315  
**Bedrooms** 2  
**Baths** 2.5  
**Parking** 2  
**Taxes** \$1,978  
**List Date** 3/19/2007  
**DOM** 115  
**Age** 22  
**Lot Size** 0  
**Levels** 2

**Features:** Interior: Cathedral-Vaulted Ceilings, Window Blinds, Cool: Central, Heat: Forced Air, Water: District,

**Comments:** City Lights View! This Beautiful End Unit Townhome Has A Spacious Floorplan, Custom Paint, Fireplace In Living Room, Cathedral

### 26071 Las Flores, #B,



Mission \$475,000

**Style** Condominium  
**List \$/Sqft** \$365  
**Square Ft** 1300  
**Bedrooms** 3  
**Baths** 2.5  
**Parking** 2  
**Taxes** \$1,705  
**List Date** 5/8/2007  
**DOM** 65  
**Age** 22  
**Lot Size** 0  
**Levels** 2

**Features:** Interior: Window Blinds, Cool: Ceiling Fan, Central, Heat: Forced Air, Water: District, Fireplace: Uses Both Gas & Wood,

**Comments:** Clean As A Whistle/ Great Townhome In The Desirable And Convenient Complex Of Ridgmont/ Newer Carpet And Upgraded Kitchen/ Ceramic Tile

### 23431 Via Linda, #65,



Mission \$505,000

**Style** Condominium  
**List \$/Sqft** \$421  
**Square Ft** 1200  
**Bedrooms** 3  
**Baths** 2.5  
**Parking** 2  
**Taxes** \$4,954  
**List Date** 5/28/2007  
**DOM** 45  
**Age** 22  
**Lot Size** 0  
**Levels** 2

**Features:** Interior: Cathedral-Vaulted Ceilings, Cool: Central, Heat: Forced Air, Water: District, Fireplace: Other,

**Comments:** Property Totally Remodeled To Include Scraped Ceilings, Painted Throughout, New Laminate Flooring, New Carpet, New Tile In Bathrooms, New Faucets

# CURRENT LISTINGS

**26101 Del Rey, #92,**



Mission \$534,900

**Style** Condominium  
**List \$/Sqft** \$407  
**Square Ft** 1315  
**Bedrooms** 3  
**Baths** 2.5  
**Parking** 2  
**Taxes** \$2,904  
**List Date** 5/30/2007  
**DOM** 43  
**Age** 22  
**Lot Size** 0  
**Levels** 2

**Features:** Interior: Cathedral-Vaulted Ceilings, Cool: Central, Heat: Forced Air, Water: District, Fireplace: Uses

**Comments:** Beautiful End Unit In Private Park Like Setting. Largest Model In Ridgemont On The Best Street. Great Views Off Back. A Townhome, But So Private Feels Like A Sfr.

**23441 Via Linda, #C,**



Mission \$529,000

**Style** Condominium  
**List \$/Sqft** \$400  
**Square Ft** 1323  
**Bedrooms** 3  
**Baths** 2.5  
**Parking** 2  
**Taxes**  
**List Date** 4/19/2007  
**DOM** 84  
**Age** 22  
**Lot Size** 0  
**Levels** 2

**Features:** Interior: Cathedral-Vaulted Ceilings, Cool: Central, Heat: Forced Air, Water: District, Fireplace: Uses

**Comments:** Absolutely Gorgeous Interior Designer's Fully Remodeled Townhome With Over 47k In Upgrades Include Remodeled Kitchen With Granite

**23271 Via Linda, #22,**



Mission \$495,000

**Style** Condominium  
**List \$/Sqft** \$413  
**Square Ft** 1198  
**Bedrooms** 3  
**Baths** 2.5  
**Parking** 2  
**Taxes** \$2,814  
**List Date** 5/25/2007  
**DOM** 48  
**Age** 22  
**Lot Size** 0  
**Levels** 2

**Features:** Interior: Cathedral-Vaulted Ceilings, Cool: Central, Heat: Forced Air, Water: District, Fireplace: Uses

**Comments:** Location, Location, Location... This Townhome Sits At The Rear Of The Complex With No Other Units Behind, Close To The Pool/Spa, And Guest Parking Close

**26131 Del Rey, #85,**



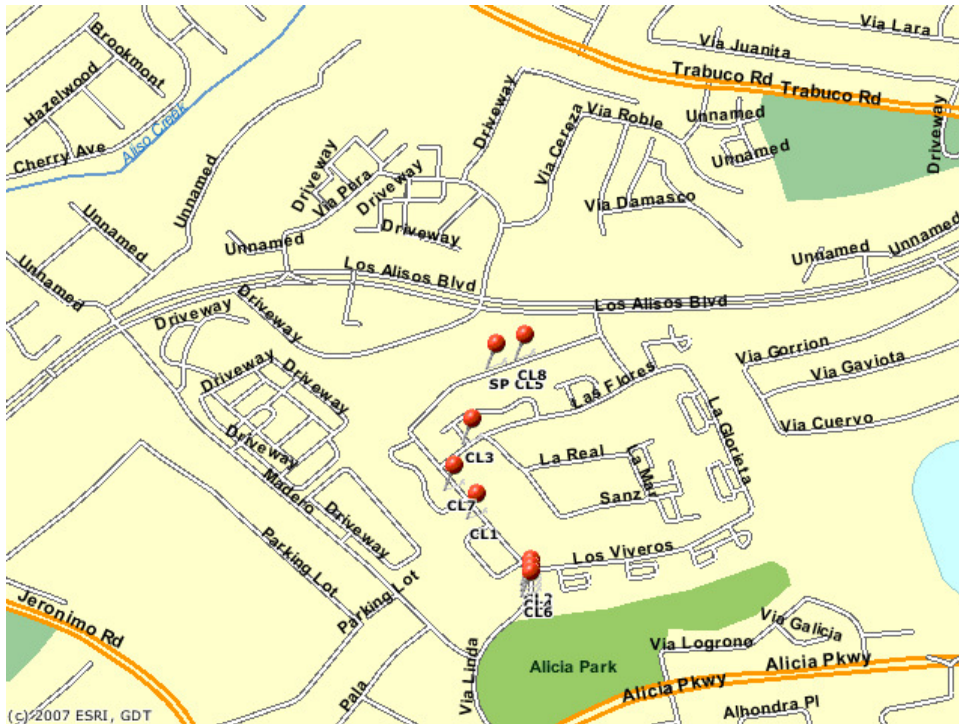
Mission \$500,876

**Style** Condominium  
**List \$/Sqft** \$385  
**Square Ft** 1300  
**Bedrooms** 3  
**Baths** 2.5  
**Parking** 2  
**Taxes** \$3,127  
**List Date** 6/9/2007  
**DOM** 33  
**Age** 22  
**Lot Size** 0  
**Levels** 2

**Features:** Interior: Window Blinds, Cool: Ceiling Fan, Central, Heat: Forced Air, Water: District, Fireplace: Other, Fireplace Location:

**Comments:** Wow! Value Range Priced \$475,000-\$500,876 Clean & Beautiful Townhome W/ Travertine Entry, Rich Hardwood Floors, Tile In The Bathrooms New

## MAP OF CURRENT LISTINGS



- Subject Property (SP) - 26101 Del Rey, #B, Mission Viejo, CA - \$535,000 - \$547,930
- Current listing (CL1) - 23311 Via Linda, #C, Mission Viejo, CA - \$504,900
- Current listing (CL2) - 23421 Via Linda, #A, Mission Viejo, CA - \$524,900
- Current listing (CL3) - 26071 Las Flores, #B, Mission Viejo, CA - \$475,000
- Current listing (CL4) - 23431 Via Linda, #65, Mission Viejo, CA - \$505,000
- Current listing (CL5) - 26101 Del Rey, #92, Mission Viejo, CA - \$534,900
- Current listing (CL6) - 23441 Via Linda, #C, Mission Viejo, CA - \$529,000
- Current listing (CL7) - 23271 Via Linda, #22, Mission Viejo, CA - \$495,000
- Current listing (CL8) - 26131 Del Rey, #85, Mission Viejo, CA - \$500,876

## RECENT SALES

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### 26141 Las Flores, #A,



Mission \$525,000

**Style** Condominiu  
**List Price** \$535,000  
**List \$/Sqft** \$404  
**Square Ft** 1323  
**Bedrooms** 3  
**Baths** 2.5  
**Parking** 2  
**Taxes** \$2,401  
**Sale Date** 1/31/2007  
**Sale \$/Sqft** \$397  
**DOM** 31  
**Age** 22  
**Lot Size** 0  
**Levels** 2

**Features:** Interior: Cathedral-Vaulted Ceilings, Cool: Central, Heat: Forced Air, Water:

**Comments:** This 3 Bedroom/2.5 Bath Townhome Is Arguably The Best Location In This Quiet Community. This End Unit Is Private&

### 26161 Las Flores, #A,



Mission \$480,000

**Style** Condominiu  
**List Price** \$488,500  
**List \$/Sqft** \$421  
**Square Ft** 1160  
**Bedrooms** 3  
**Baths** 2.5  
**Parking** 2  
**Taxes** \$3,225  
**Sale Date** 5/25/2007  
**Sale \$/Sqft** \$414  
**DOM** 99  
**Age** 21  
**Lot Size** 1200  
**Levels** 2

**Features:** Interior: Cathedral-Vaulted Ceilings, Window Blinds, Cool: Ceiling Fan, Central,

**Comments:** Bank Owned Property Being Sold In It's Present As Is Condition. This 3 Bedroom, 2.5 Bath End Unit Townhome Features A 2 Car Attached

### 26131 Las Flores, #B,



Mission \$491,000

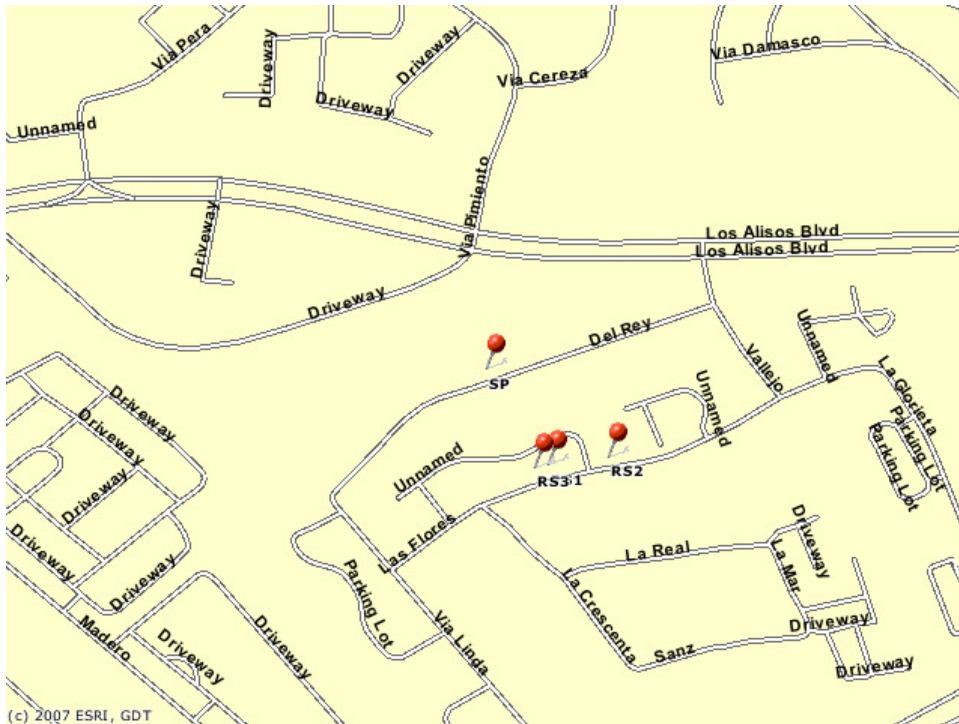
**Style** Condominiu  
**List Price** \$512,000  
**List \$/Sqft** \$441  
**Square Ft** 1160  
**Bedrooms** 3  
**Baths** 2.5  
**Parking** 2  
**Taxes**  
**Sale Date** 1/19/2007  
**Sale \$/Sqft** \$423  
**DOM** 141  
**Age** 22  
**Lot Size** 0  
**Levels** 2

**Features:** Interior: Cathedral-Vaulted Ceilings, Custom Window Covering, Window

**Comments:** This Is The One! Absolutely Gorgeous 3 Bedroom/2.5 Bath Condo With Fabulous Panoramic View! Does Not Back A Busy Street! No

## MAP OF RECENT SALES

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Subject Property (SP) - 26101 Del Rey, #B, Mission Viejo, CA - \$535,000 - \$547,930  
Recent sale (RS1) - 26141 Las Flores, #A, Mission Viejo, CA - \$525,000  
Recent sale (RS2) - 26161 Las Flores, #A, Mission Viejo, CA - \$480,000  
Recent sale (RS3) - 26131 Las Flores, #B, Mission Viejo, CA - \$491,000

## PENDING SALES

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### 23301 Via Linda, #28,



Mission \$510,000

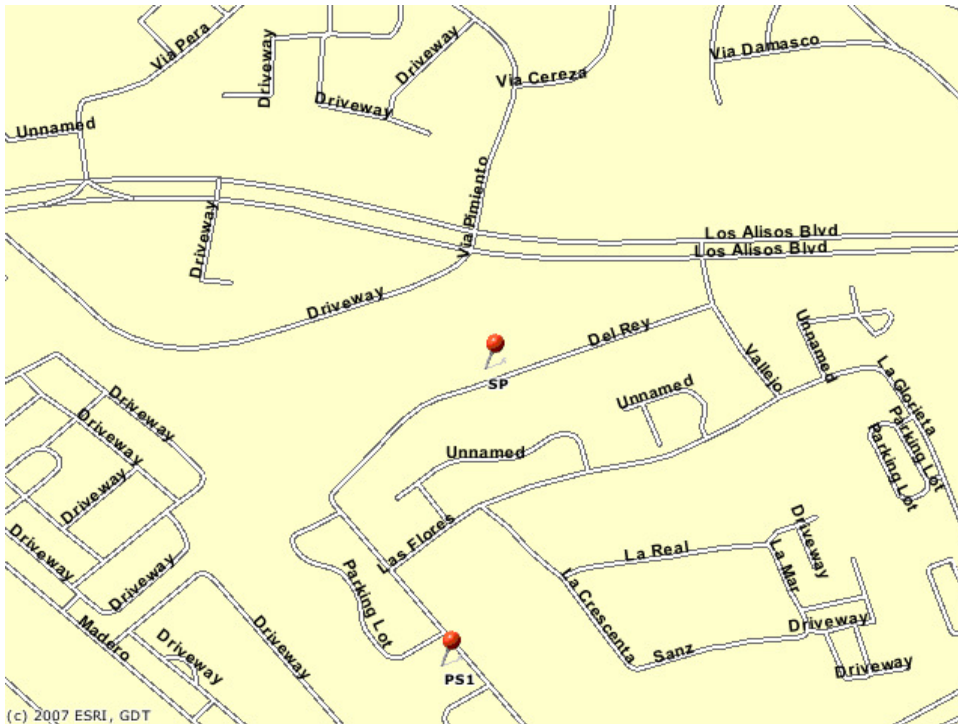
**Style** Condominiu  
**List Price** \$510,000  
**List \$/Sqft** \$425  
**Square Ft** 1200  
**Bedrooms** 3  
**Baths** 2.5  
**Parking** 2  
**Taxes** \$2,811  
**Sale Date**  
**Sale \$/Sqft** \$425  
**DOM** 175  
**Age** 22  
**Lot Size** 0  
**Levels** 2

**Features:** Interior:  
Cathedral-Vaulted  
Ceilings, Window Shutters,  
Cool: Central, Heat:

**Comments:** Just  
Reduced!!!!!!!Beautifully  
Upgraded Home With  
Vaulted Ceilings, Laminate  
Flooring Throughout And  
Plantation Shutters. A

## MAP OF PENDING SALES

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Subject Property (SP) - 26101 Del Rey, #B, Mission Viejo, CA - \$535,000 - \$547,930  
Pending sale (PS1) - 23301 Via Linda, #28, Mission Viejo, CA - \$510,000

Prepared for: John and Jane Doe  
By: Ana & Anita  
Your Real Estate Professionals

# EXPIRED LISTINGS

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17332 IRVINE BLVD., STE 160, TUSTIN, CA 92780 | (888) 635-3090 | WWW.SOCALSDR.COM

The information above is obtained from the corresponding Multiple Listing Service and is deemed liable, but not guaranteed. This presentation is for informational purposes only, Southland Diamante Realty is not responsible for market changes that occur. If you property is currently listed, please disregard this information, It is not our intention to solicit other brokers' listings.





# PROPERTY ADJUSTMENTS

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Address	26101 Del Rey #B	26141 Las Flores, #A, Mission Viejo,	26161 Las Flores, #A, Mission Viejo,	26131 Las Flores, #B, Mission Viejo,
Square Feet	1,300	1323	1160	1160
Lot Size		0	1200	0
Style	Townhouse	Condominium	Condominium	Condominium
Bedrooms	3	3	3	3
Baths	2.5	2.5	2.5	2.5
Parking	2 car Garage	2	2	2
Comments	28,000 in upgrades! This completely remodeled home features a brand	This 3 Bedroom/2.5 Bath Townhome Is Arguably The Best Location In This	Bank Owned Property Being Sold In It's Present As Is Condition. This 3 Bedroom,	This Is The One! Absolutely Gorgeous 3 Bedroom/2.5 Bath Condo With
List Price		\$535,000	\$488,500	\$512,000
Sale Price		<b>\$525,000</b>	<b>\$480,000</b>	<b>\$491,000</b>
Adjustments Totals*		<b>\$10,000</b>	<b>\$67,930</b>	<b>\$52,930</b>
Adjusted Sale Price		<b>\$535,000</b>	<b>\$547,930</b>	<b>\$543,930</b>
* Adjustment details		No depreciation applied \$0  Turnkey Condition \$3,000  Upgrade Adjustment \$7,000	Bank Owned \$0  Square Foot Adjustment \$57,930  Turnkey Condition \$3,000  Upgrade Adjustment \$7,000	Depreciation (\$6,328)  No upgrade adjustment granted \$0  Square Foot Adjustment \$59,257

## ADJUSTMENT NOTES

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**23301 Via Linda**  
Total Adjust.: \$36,146

**Feature:** Depreciation  
**Amount:** (\$6,354)  
**Notes:** Per Dataquick stats, depreciation for Mission Viejo is 1.15% avg. since January 07.

**26141 Las Flores**  
Total Adjust.: \$10,000

**Feature:** No depreciation applied  
**Amount:** \$0  
**Notes:** Distress sale.

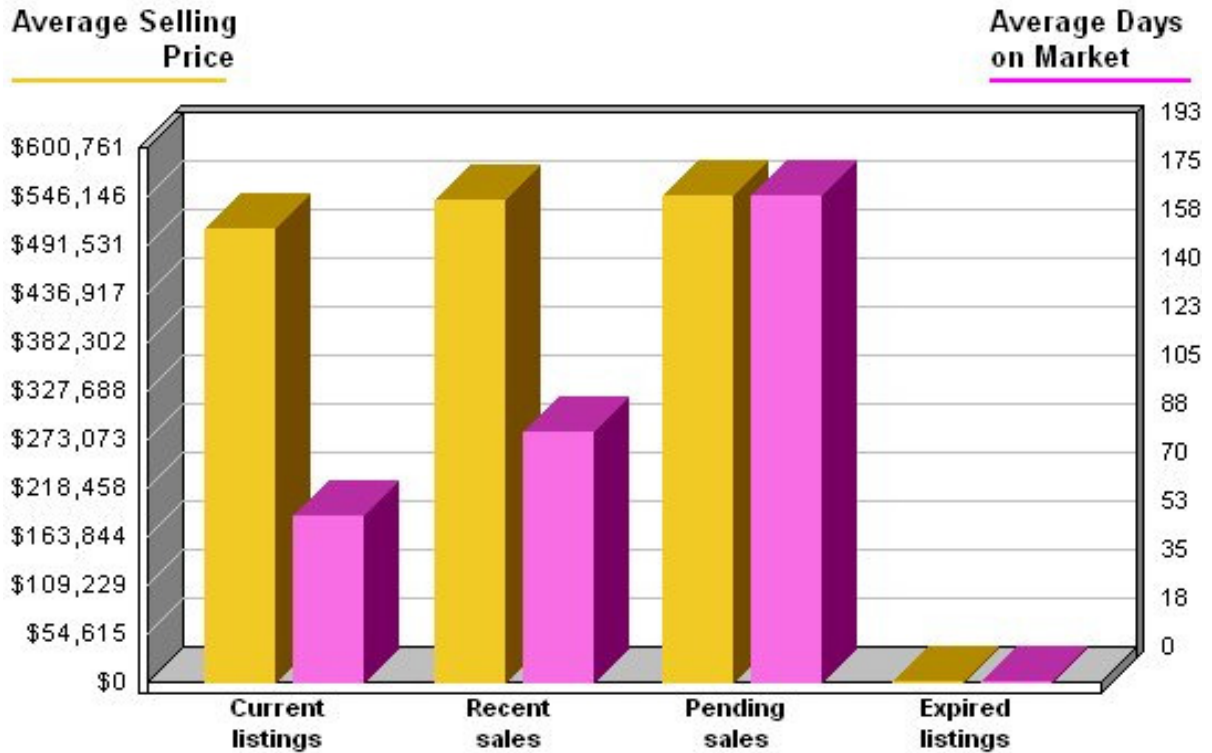
**26161 Las Flores**  
Total Adjust.: \$67,930

**Feature:** Bank Owned  
**Amount:** \$0  
**Notes:** Because this is a bank owned property priced below market, no depreciation will apply.

**26131 Las Flores**  
Total Adjust.: \$52,930

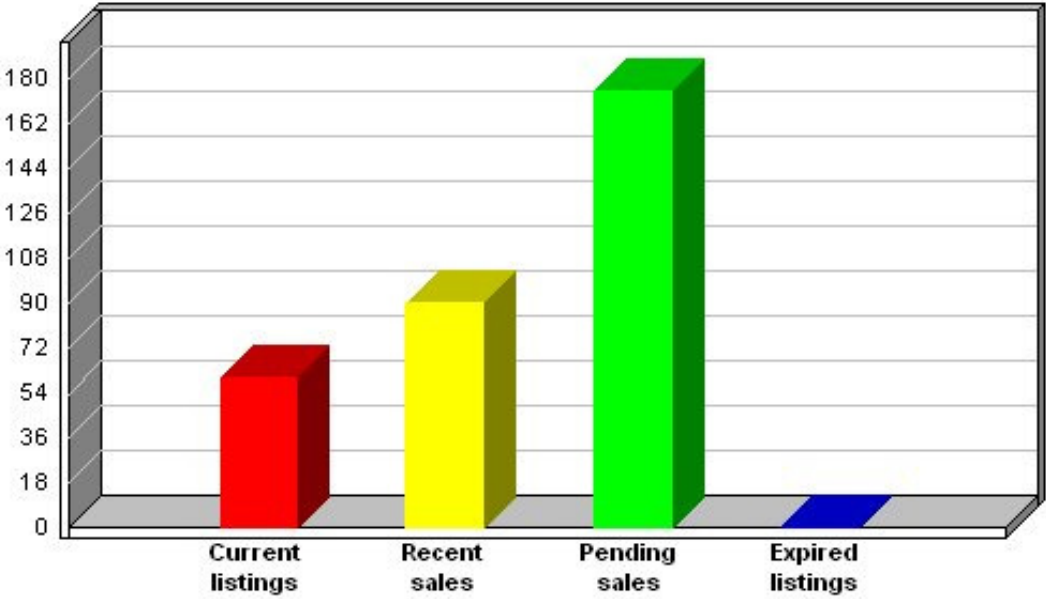
**Feature:** Depreciation  
**Amount:** (\$6,328)  
**Notes:** 1.15% Depreciation for Mission Viejo since 01/01/2007 per Dataquick statistics.

# AVERAGE SELLING PRICE



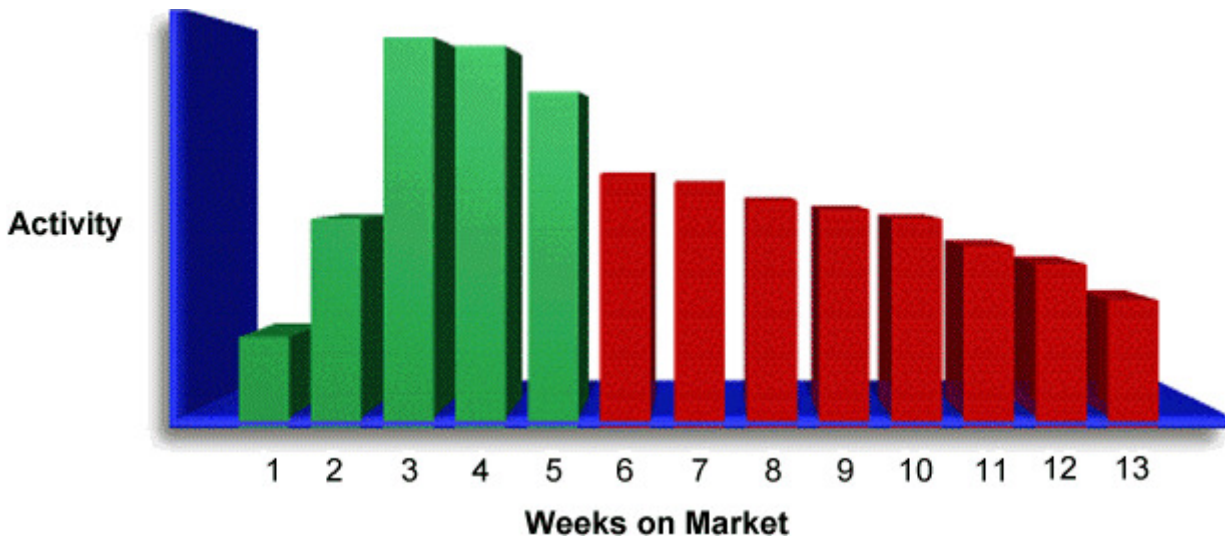
# AVERAGE DAYS ON MARKET

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# MARKET ACTIVITY

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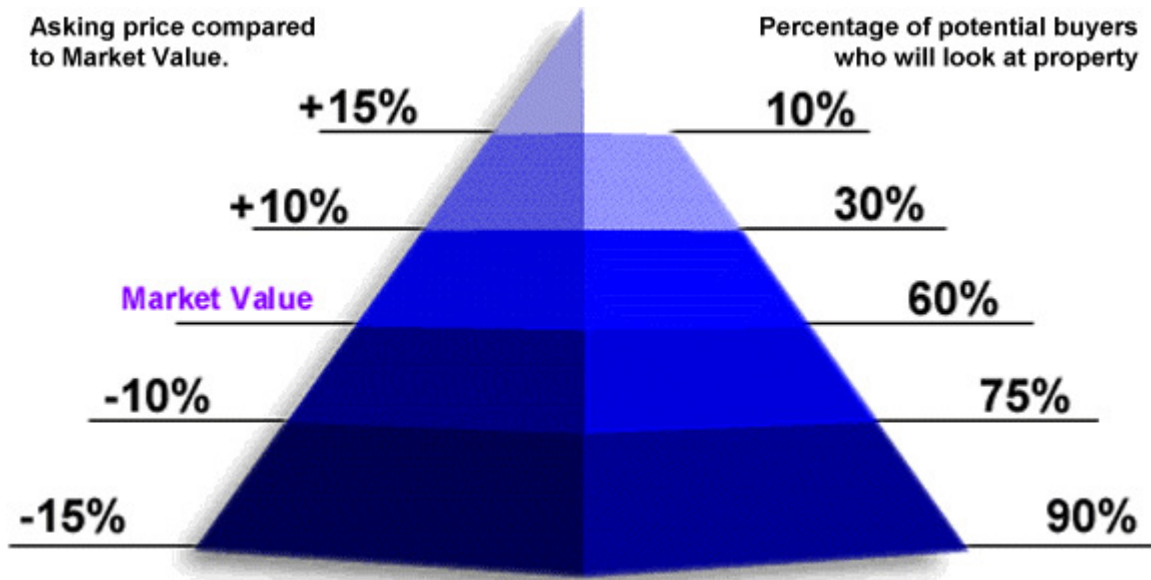
Well-priced properties generate immediate interest among agents and buyers.

If the price is too high, that excitement never happens.

Dropping the price later will not generate the same enthusiasm.

# PRICING PYRAMID

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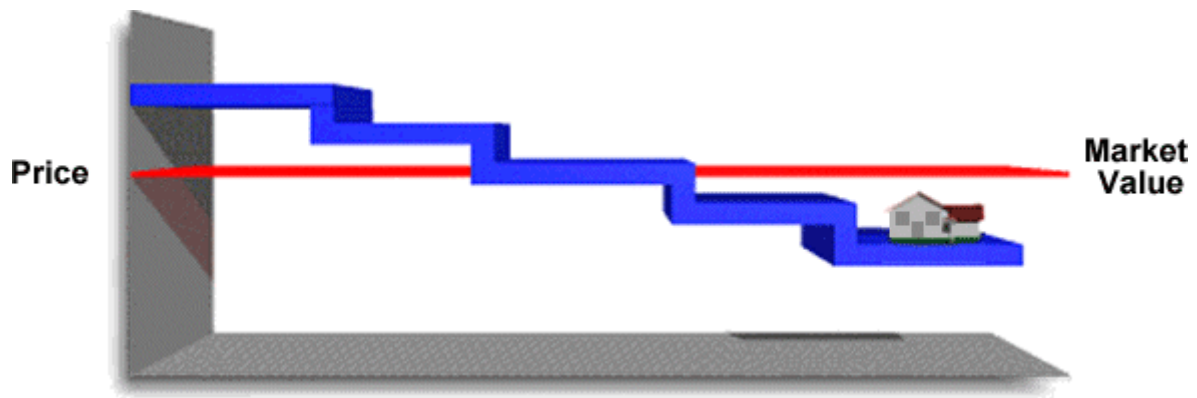


Properties priced too high attract fewer buyers, showings and offers.

Properties priced at market value generate more buyer interest.

## CONSEQUENCES OF OVERPRICING: ON SELLING TIME AND PRICE

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Buyers and Agents lose interest in properties that are priced too high.

To generate interest, the price might have to drop below the competition.

# PRICE RECOMMENDATION

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The recommended list price is based on comparable properties that have recently sold in your area.

**Recommended List Price: \$535,000-\$547,930**  
**Average Sale Price: \$498,667**

A home priced at market value will attract more buyers than a home priced above market value. Also consider that a home priced competitively will attract a greater number of potential buyers and increase your chances for a quick sale.

I look forward to working together with you to get your home sold as soon as possible.

# Our Commitment to You

## 1) ACCURATE EVALUATION

The correct selling price of a home is the highest price that the market will bear. To assist you in determining the correct asking price we provide you with a comprehensive market analysis of comparable properties sold and offered for sale in your neighborhood.

## 2) PROFESSIONAL ADVICE

We will advise you of any necessary repairs and how you may best prepare your home for showing. You will be kept up to date on the state of the market, the sale of similar properties and any other factors which may affect the progress of the sale.

## 3) PROMOTION OF YOUR HOME TO OTHER REALTORS

The major selling points of your home will be distributed to other real estate firms throughout the community.

## 4) SIGNAGE

The highly respected SOUTHLAND DIAMANTE REALTY advertises your property 24 hours a day.

## 5) NOTIFY PURCHASERS

We will use our advanced computer system to identify people who have been looking for homes in your neighborhood. They will be contacted and given the details of your property.

## 6) OPEN HOUSES

If appropriate, open houses will be arranged and held during reasonable hours.

## 7) ADVERTISING

We will advertise your home in appropriate publications and communicate our results to you.

## 8) PROGRESS REPORT

Every step in the sales effort will be documented. Our Progress Report will keep you up to date.

## 9) PRE-APPROVED MORTGAGES AND FINANCING GUIDANCE

We offer pre-approved mortgages which encourage buyers by letting them know the mortgage potential in advance. Your SOUTHLAND DIAMANTE REALTY representative will provide professional financing guidance to both the buyer and the seller.

# PREPARING YOUR HOME

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With buyers, first impressions count. A small investment in time and money will give your home an edge over other listings in the area when the time comes to show it to a prospective buyer.

Here are some suggestions that will help you to get top market value:

## **General Maintenance**

- Oil squeaky doors
- Tighten doorknobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped paint
- Repair cracked plaster
- Repair leaking taps and toilets

## **Curb Appeal**

- Cut lawns
- Trim shrubs and lawns
- Weed and edge gardens
- Pick up any litter
- Clear walk and driveway of leaves
- Repair gutters and eaves
- Touch up exterior paint

## **Spic and Span**

- Shampoo carpets
- Clean washer, dryer, and tubs
- Clean furnace
- Clean fridge and stove
- Clean and freshen bathrooms

## **The Buying Atmosphere**

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes in the day time
- Play quiet background music
- Keep pets outdoors

## **The First Impression**

- Clean and tidy entrance
- Functional doorbell
- Polish door hardware

## **The Spacious Look**

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy