



## Broker Market Analysis

This form is being completed for: <i>(check one)</i>	<input type="checkbox"/> Home Marketing	<input type="checkbox"/> Inventory	Client Marketing Time	<input type="checkbox"/> 60 Days <input type="checkbox"/> 90 Days <input type="checkbox"/> 120 Days <input type="checkbox"/> Normal Marketing Time
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Cartus Office:	Cartus Contact:	Phone #:
File #:	E-mail Address	Fax #:
Cartus Address:		

Homeowner Address		City/State/Zip	
Prepared by (company name)			
Agent Name:	Relocation Director Name:		
Agency Address:		City/State/Zip	
Agent Phone #	Fax #	E-mail	
If Listed, Current Listing Company/Agent & Address			
Typical Commission for the area	%	List to Sale Price ratio for area:	%
Homeowner Purchase Date		Homeowner's Purchase Price	\$

### Property and Neighborhood Data

<b>Subject Property</b>			
<input type="checkbox"/> Single Family	<input type="checkbox"/> Mobile/Manufactured	<input type="checkbox"/> Urban	<input type="checkbox"/> Sprinklers
<input type="checkbox"/> Townhouse	<input type="checkbox"/> Multi-family	<input type="checkbox"/> Rural	<input type="checkbox"/> Security System
<input type="checkbox"/> Condo	<input type="checkbox"/> Other	<input type="checkbox"/> Suburban	<input type="checkbox"/> Owned <input type="checkbox"/> Leased
Does the subject property conform to the neighborhood? Y <input type="checkbox"/> N <input type="checkbox"/> If no, explain:			
Are taxes typical for the area? Y <input type="checkbox"/> N <input type="checkbox"/> If no, explain:			
<b>Property Values</b>	<b>Type of Cooling</b>	<b>Typical?</b>	<b>Type of Heat</b>
<input type="checkbox"/> Increasing <input type="checkbox"/> Stable <input type="checkbox"/> Declining		Y <input type="checkbox"/> N <input type="checkbox"/>	
<b>Supply/Demand</b>	<b>Association</b>		
<input type="checkbox"/> Shortage <input type="checkbox"/> In Balance <input type="checkbox"/> Over Supply	Gated: <input type="checkbox"/> Yes <input type="checkbox"/> No		
<b>Normal Market Time for Subj Property Area:</b>	Pool: <input type="checkbox"/> Yes <input type="checkbox"/> No		
<input type="checkbox"/> 60 Days <input type="checkbox"/> 90 Days <input type="checkbox"/> Up to 120 Days	Tennis: <input type="checkbox"/> Yes <input type="checkbox"/> No		
<input type="checkbox"/> Over 120 Days <input type="checkbox"/> Other _____	Club House: <input type="checkbox"/> Yes <input type="checkbox"/> No		
<b>Competition in Subject's Price Range:</b>	Dues: \$ _____ <input type="checkbox"/> Month <input type="checkbox"/> Year		
Number of competing listings: _____	Special Assessments: \$ _____		
Low: \$ _____ High: \$ _____	Litigation? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, explain: _____		
<b>New Construction in Direct Competition</b>	Common Charges \$ _____ <input type="checkbox"/> Month <input type="checkbox"/> Year		
Number of homes in price range: _____			
Current Builder Incentives: _____			
Current Agent Incentives: _____			
Number of sales in the last 3 months in this price range: _____			
Typical buyer/agent incentives/concessions: _____			

### Local Market Indicators

Provide a prediction of the local real estate market for the next 90 days. Include information on economy, layoffs, major business closings, new construction, new employment opportunities, etc.

### Location

What is the marketing impact of the subject's location? (schools, shopping, highways, employment, etc.) Describe below.

Competing Listings												
Info Type	Subject Property			Competing Listing #1			Competing Listing #2			Competing Listing #3		
Address												
Proximity to Subject	N/A											
Subdivision Name												
Original List Date												
Original List Price												
Current List Price												
Date of Last Price Change												
Days On market												
Style												
Type of Exterior												
Car Storage/Att./Det.												
Age of Property												
Lot Size/View												
Sq. Ft. w/o basement												
Room Count (above grade)	Total	Bdrm	Bath	Total	Bdrm	Bath	Total	Bdrm	Bath	Total	Bdrm	Bath
Basement (Sq. Ft. / % fin.)												
Deck/Patio												
Pool/Spa												
Well/Septic/Other												
Fireplaces/# of												
Roof Type and Condition												
Heating/Cooling												
Seller Concessions Offered												
Buyer/Agent Incentives												
Commission:	Listing %			Listing %			Listing %			Listing %		
	Selling %			Selling %			Selling %			Selling %		
	Total %	0.00		Total %	0.00		Total %	0.00		Total %	0.00	

<b>LIST 1: Similarities -</b>
Superior Features -
Inferior Features -

<b>LIST 2: Similarities -</b>
Superior Features -
Inferior Features -

<b>LIST 3: Similarities -</b>
Superior Features -
Inferior Features -

Inspections
<b>Required Inspections in order to Close/Pass Title (i.e., C of O, lead paint, termite, underground storage tank, state or municipal required inspections etc.)</b>
<b>Recommended Inspections (what visible evidence might require this inspection)</b>

Condition of Property					
Item	Excel	Good	Fair	Poor	Reason for Rating
Exterior	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Interior	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Landscape (Front)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Landscape (Back)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Foundation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Roof	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Drainage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Carpet/Floor Covering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Curb Appeal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

**Repairs**

Recommended Repairs and Improvements needed to minimize sales time and obtain the best price.				
Exterior	Interior	Type	Estimated Cost	Contributory Value
<input type="checkbox"/>	<input type="checkbox"/>		\$	\$
<input type="checkbox"/>	<input type="checkbox"/>		\$	\$
<input type="checkbox"/>	<input type="checkbox"/>		\$	\$
<input type="checkbox"/>	<input type="checkbox"/>		\$	\$
<input type="checkbox"/>	<input type="checkbox"/>		\$	\$
<input type="checkbox"/>	<input type="checkbox"/>		\$	\$
<input type="checkbox"/>	<input type="checkbox"/>		\$	\$

**Comparable Sales**

Info Type	Subject Property			Comparable Sale #1			Comparable Sale #2			Comparable Sale #3		
Address												
Sales Price	N/A											
Closing Date	N/A											
Proximity to Subject	N/A											
Subdivision Name												
Days On Market												
Original List Price												
Final List Price												
Date of Last Price Change												
Style												
Type of Exterior												
Car Storage/Att./Det.												
Age of Property												
Lot Size												
Sq. Ft. w/o basement												
Room Count (above grade)	Total	Bdrm	Bath	Total	Bdrm	Bath	Total	Bdrm	Bath	Total	Bdrm	Bath
Basement (Sq. Ft. / % fin.)												
Deck/Patio												
Pool/Spa												
Fireplaces/# of												
Well/Septic/Other												
Roof Type and Condition												
Heating/Cooling												
Seller Paid Concessions *												
Buyer/Agent Incentives												
Other Incentives												
Commission:	Listing %			Listing %			Listing %			Listing %		
	Selling %			Selling %			Selling %			Selling %		
	Total % 0.00			Total % 0.00			Total % 0.00			Total % 0.00		

**SALE 1: Similarities -** \_\_\_\_\_  
 Superior Features - \_\_\_\_\_  
 Inferior Features - \_\_\_\_\_

**SALE 2: Similarities -** \_\_\_\_\_  
 Superior Features - \_\_\_\_\_  
 Inferior Features - \_\_\_\_\_

**SALE 3: Similarities -** \_\_\_\_\_  
 Superior Features - \_\_\_\_\_  
 Inferior Features - \_\_\_\_\_

**Buyer Profile**

What is the typical buyer profile for this price range and area? Describe below.  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Financing**

Are there any issues that might affect financing? What is the typical means of financing in this price range and area?  
 \*(supply supporting data for Seller Concessions typical & customary in market)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Marketability	
List the Positives and Negatives that may affect the sale of this property.	
Positives	Negatives

Home Marketing Plan
What is your initial strategy for the first 30 days to market the home? Describe in detail.  
If this property does not sell in the first 30 days, what action steps would you suggest in order to generate a sale? Describe in detail.  
If this property does not sell in the first 60 days, what action steps would you suggest in order to generate a sale? Describe in detail.  
How would you position a price reduction with the homeowner? Typically how many days on market before a price reduction is suggested? Describe in detail.  

General Comments

**BROKERS OPINION :**

<b>This form is being completed for:</b> <input type="checkbox"/> Home Marketing <input type="checkbox"/> Inventory	<b>Client Marketing Time</b> <input type="checkbox"/> 60 Days	<b>List Price</b> \$	<b>Sale Price (As Is)</b> \$
	<input type="checkbox"/> 90 Days	\$	\$
	<input type="checkbox"/> 120 Days	\$	\$
	<input type="checkbox"/> Normal Marketing Time*	\$	\$
	*Normal Market Time (NMT) used should be the same as indicated on page 1		

**This Market Analysis is NOT intended as an appraisal and has NOT been completed by a licensed or certified Appraiser. This Market Analysis CAN NOT be used in any federally regulated transaction.**

Prepared By: _____	Date: _____
Agent Signature: _____	
Relocation Director Signature, _____	Broker Name: _____
Phone #: _____ Date: _____	Phone #: _____