



AND STRATEGY REPORT



Objectives

- Explain the purpose and procedural guidelines of the Worldwide ERC® BMA in the context of the employee relocation process
- Describe the importance of standardization in the relocation BMA process
- Understand the concepts of normal marketing time and "as is" condition
- Identify and record the appropriate information that should be addressed on pages 1 - 3 of the report
- Recognize the correlations among different sections of the report with information on pages 1 – 3 of the report
- Recognize the need for consistency between the sections of the report



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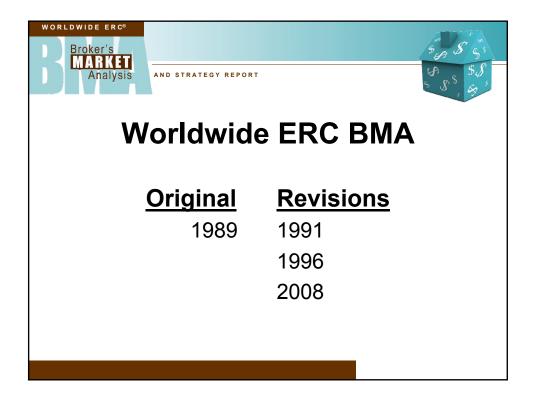


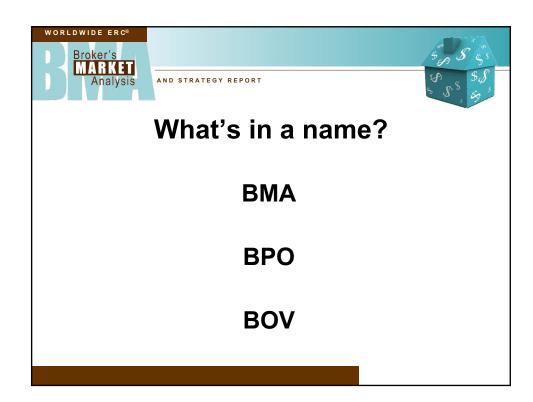
InstructorMaggie Kiesow, CRP, GMS





Historical Background









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2008 BROKER'S MARKET ANALYSIS TASK FORCE



Co-chairman Beth Archibald, SCRP, GMSArchibald Relocation
Portland, OR



Co-chairman Jill Silvas, SCRP Morgan Lane Sonoma, CA



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Task Force Members



Phyllis Hughes, CRP Prudential Relocation, Inc. Scottsdale, AZ



Linda Hunt, SCRP Wachovia Corporation Charlotte, NC



Maggie Kiesow, CRP, GMS Coldwell Banker Prime Properties Albany, NY



Candy Welch, CRP ERA Wilder Realty, Inc Irmo, SC



Patricia A. Wilkins, CRP Employee Transfer Corporation Philadelphia, PA



Randy L. Wilson, CRP NEI Global Relocation Omaha, NE



Evolution of Form (Primary Uses)

- Homesale Assistance (Buy-out)
- Home Marketing Assistance



Major Changes to the Form

- · Change in form length
- More comprehensive
- New sections and expanded sections
- Marketing Strategy formatted as questions to answer
- No contributory values of R&I, concessions or incentives



PAGE 1

Purpose and Procedural Guidelines Assignment Information Subject Information Subject Location Miscellaneous



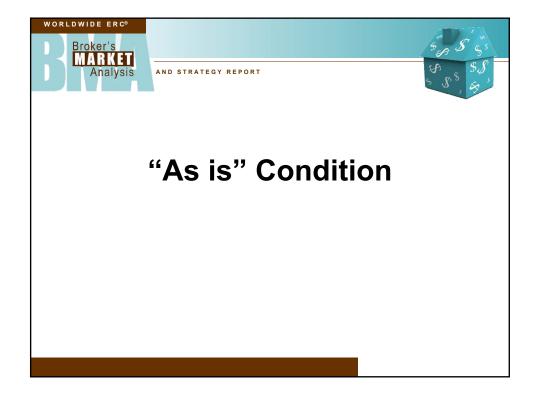
Purpose and Procedural Guidelines

Purpose: This report is designed to enable the real estate broker to conduct a diligent analysis of the subject property's condition, competition, and future marketability. Based on this analysis, the broker is to estimate the subject property's Most Likely Sales Price. G:1

This is <u>not</u> a home inspection. Nor is this an appraisal; this comparative market analysis has not been performed in accordance with the Uniform Standards of Professional Appraisal Practice. It is not to be construed as an appraisal and may not be used as such for any purpose. Preparers of this form need to be aware of any state-specific disclosure requirements and include them in this form as appropriate.

Procedural Guidelines: For procedures on contacting homeowner, inspecting property, submitting report, and providing photos, follow the requesting company's guidelines. The Most Likely Sales Price (MLSP) is based on "as is" condition and a marketing time not to exceed 120 days to a contract of sale or as directed by the client. **G:2**







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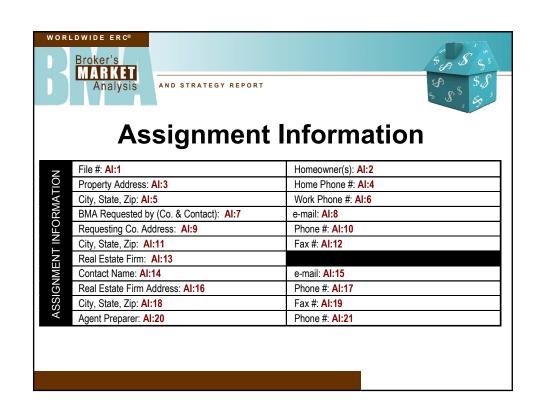
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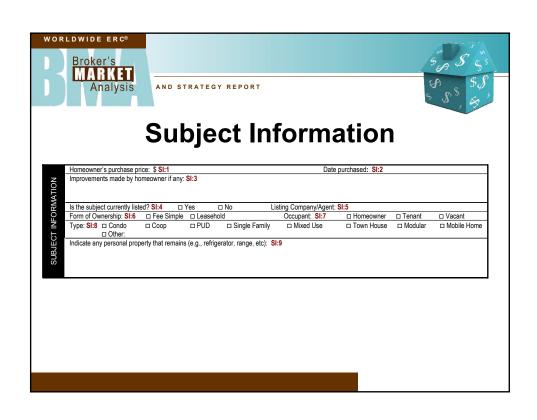
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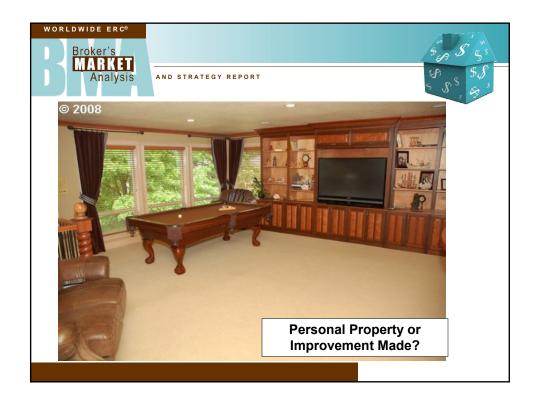
Procedural Guidelines

- Time Frames
- Communication
- BMA Inspection
- Verbal/Written Report
- Regional Influences
- Photographs

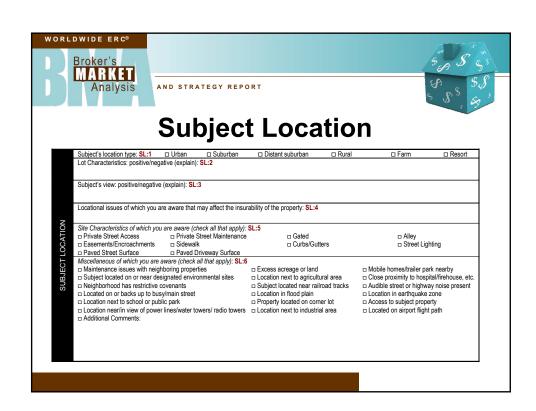






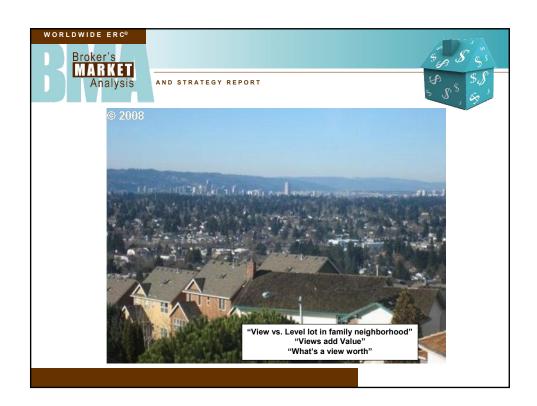


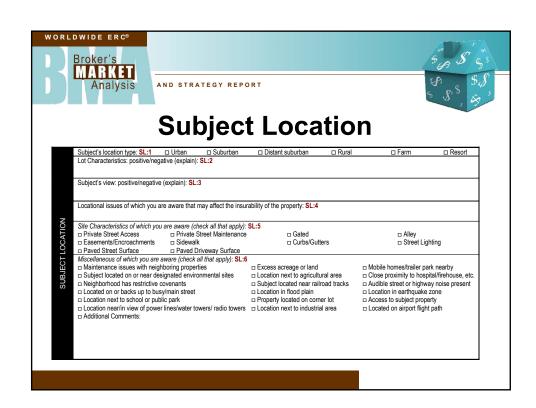


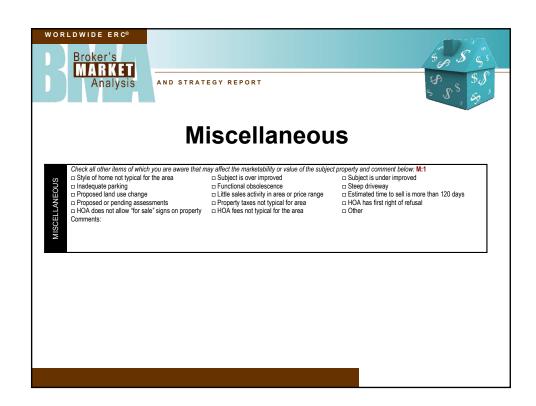


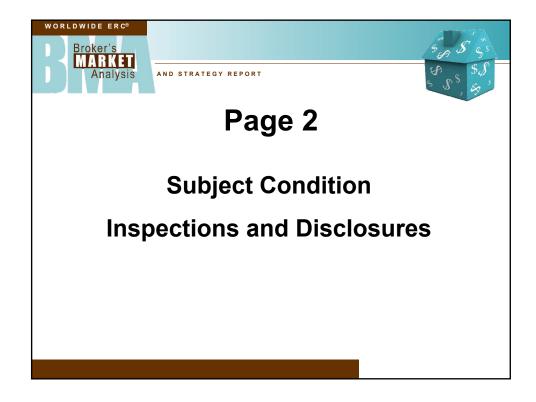


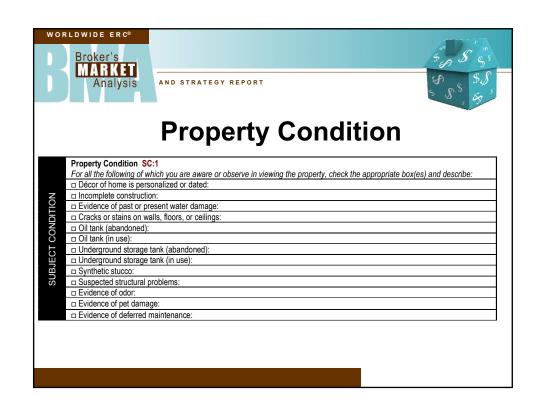


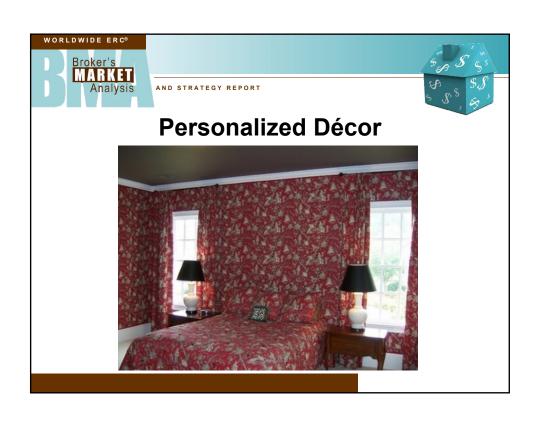


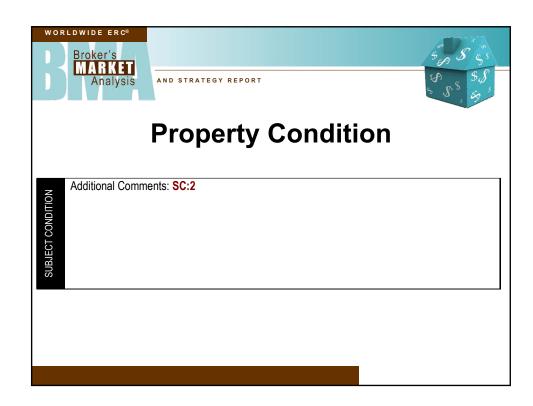


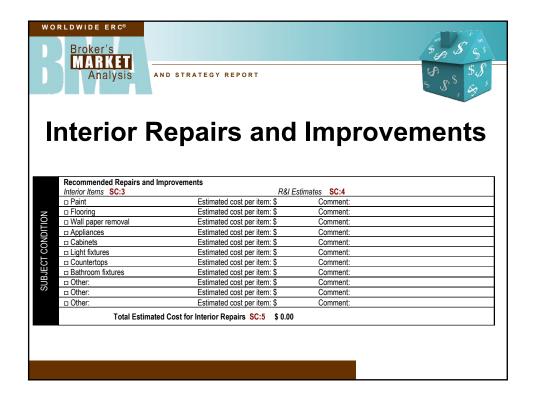












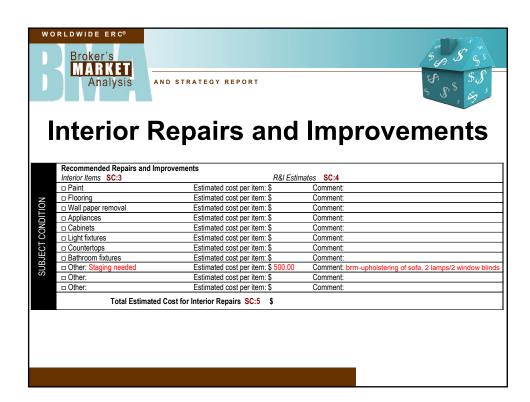






Interior Repairs and Improvements











Interior Repairs and Improvements

	Recommended Repairs and Improvements			
	Interior Items SC:3	R&I Es	stimates SC:4	
SUBJECT CONDITION	□ Paint	Estimated cost per item: \$	Comment:	
	□ Flooring	Estimated cost per item: \$	Comment:	
	□ Wall paper removal	Estimated cost per item: \$	Comment:	
	□ Appliances	Estimated cost per item: \$	Comment:	
N	□ Cabinets	Estimated cost per item: \$	Comment:	
\sim	□ Light fixtures	Estimated cost per item: \$	Comment:	
CT	□ Countertops	Estimated cost per item: \$	Comment:	
H	□ Bathroom fixtures	Estimated cost per item: \$	Comment:	
	□ Other:	Estimated cost per item: \$	Comment:	
S	□ Other:	Estimated cost per item: \$	Comment:	
	□ Other:	Estimated cost per item: \$	Comment:	
	Total Estimated C	ost for Interior Repairs SC:5 \$		

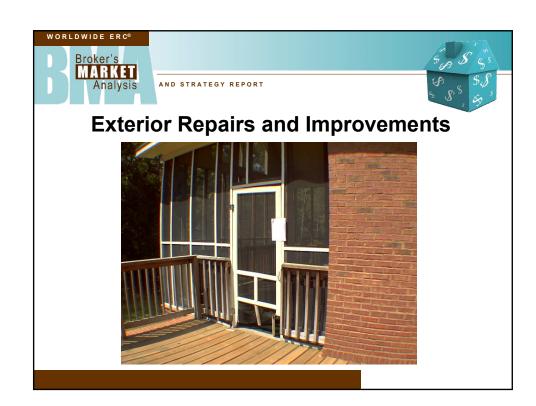


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Exterior Repairs and Improvements

	Exterior Items SC:6	R&I Estimates SC:7				
	□ Landscaping	Estimated cost per item: \$	Comment:			
	□ Paint	Estimated cost per item: \$	Comment:			
	□ Driveway/walkway	Estimated cost per item: \$	Comment:			
	□ Porch/deck	Estimated cost per item: \$	Comment:			
Z	□ Pool	Estimated cost per item: \$	Comment:			
2	□ Spa	Estimated cost per item :\$	Comment:			
	□ Gutters	Estimated cost per item: \$	Comment:			
CONDITION	□ Siding	Estimated cost per item: \$	Comment:			
	□ Trim	Estimated cost per item: \$	Comment:			
S	□ Roof	Estimated cost per item: \$	Comment:			
SUBJECT	□ Detached structures	Estimated cost per item: \$	Comment:			
30	□ Debris removal	Estimated cost per item: \$	Comment:			
U)	□ Windows and screens	Estimated cost per item: \$	Comment:			
	□ Other:	Estimated cost per item: \$	Comment:			
	□ Other:	Estimated cost per item: \$	Comment:			
	□ Other:	Estimated cost per item: \$	Comment:			
	Total Estimated Cost for Exterior Repairs SC:8 \$					





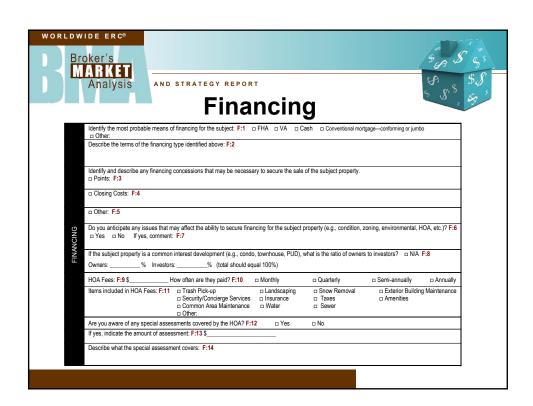






Page 3

Financing Market Conditions









Financing Issues Affecting Ability to Secure Financing

Do you anticipate any issues that may affect the ability to secure financing for the subject property (e.g., condition, zoning, environmental, HOA, etc.)? F:6 □ Yes □ No

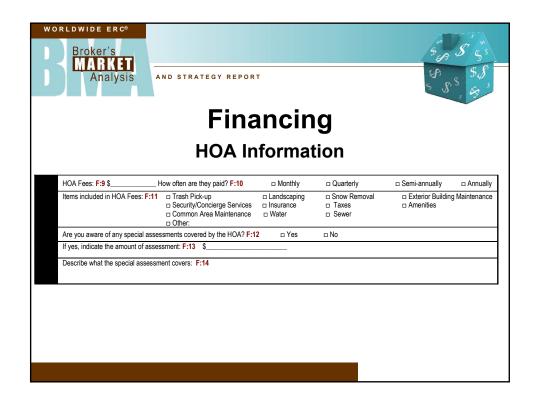
If Yes, comment: F:7



Financing Ratio of Owners to Investors

If the subject property is a common interest development (e.g., condo, townhouse, PUD), what is the ratio of owners to investors? F:8

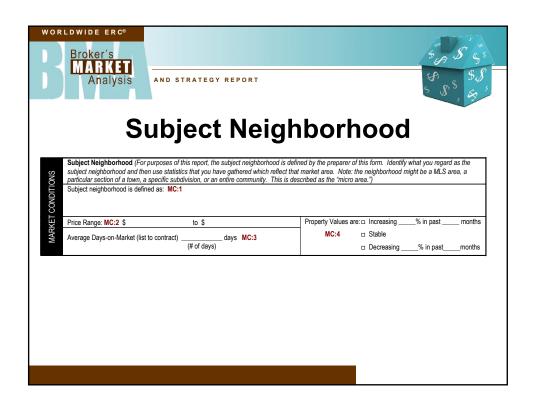
Owners:_____% Investors:_____% (total must equal 100%)

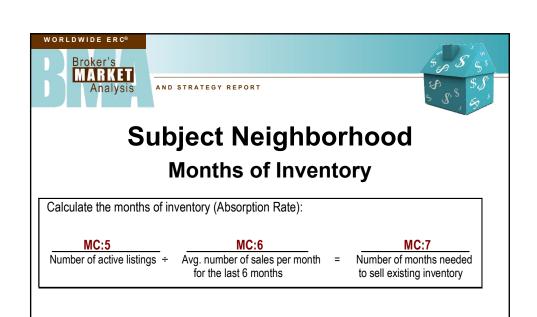


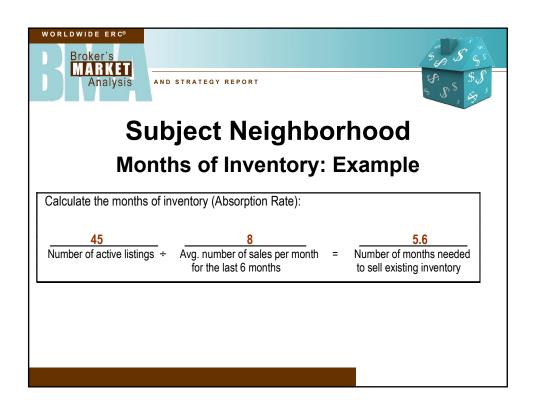


Market Conditions (specific geographic area)

- Subject neighborhood
- Broader market area



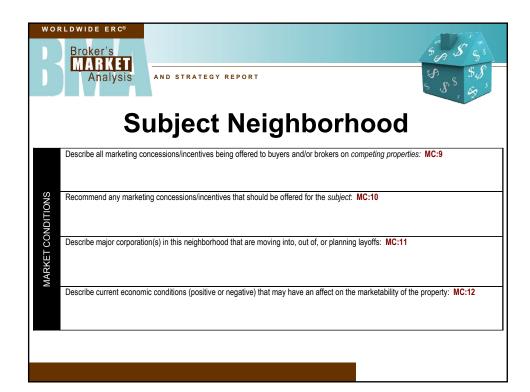






Subject Neighborhood Type of Competing Listings

Type of competing listings MC:8	
New Homes	%
Resale	%
REO/Foreclosure	%
Corporate	%
Total (Must equal 100%)	100%





Broader Market Area

Broader Market Area (For purposes of this report, the broader market area is defined as that area beyond the subject neighborhood in which buyers will look for comparable properties. This is described as the "macro area." In some instances, the broader market area will be the same as the subject's neighborhood. If this is the case, indicate it below.) What do you consider the "broader market area" to be for this property? MC:13

Are there any specific issues in the broader market area which are not reflected in the specific neighborhood that might affect the sale of the subject property? Consider types of competing homes (e.g., new construction, REO's); incentives or concessions that are occurring; economic conditions; a dramatically different price range than the subject; days on market; etc. MC:14



CONDITIONS

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Part I Summary

You can now:

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Worldwide ERC® Forms Portal

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