

MASTERING THE WORLDWIDE ERC®

PART I

Broker's
MARKET
Analysis

AND STRATEGY REPORT

WORLDWIDE ERC®
THE WORKFORCE MOBILITY ASSOCIATION

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WORLDWIDE ERC®

Broker's
MARKET
Analysis

AND STRATEGY REPORT



PART I

**Historical Background,
Concepts and
Pages 1 - 3**



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



Instructor

Maggie Kiesow, CRP, GMS





Historical Background



Worldwide ERC BMA

Original

1989

Revisions

1991

1996

2008



What's in a name?

BMA

BPO

BOV



Standardization!

Standardization!

Standardization!



2008 BROKER'S MARKET ANALYSIS TASK FORCE



Co-chairman
Beth Archibald, SCRIP, GMS
 Archibald Relocation
 Portland, OR



Co-chairman
Jill Silvas, SCRIP
 Morgan Lane
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Task Force Members



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 Prudential Relocation, Inc.
 Scottsdale, AZ



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 Albany, NY



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 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 not 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**



Marketing Time Not to Exceed...

Reasonable marketing time is:

Normal marketing time, not to exceed 120 days.

If normal marketing time is:

Base the BMA on:

30 days	30 days
60 days	60 days
90 days	90 days
120 days	120 days
150 days	120 days
180 days	120 days



“As is” Condition



Purpose and Procedural Guidelines

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This is not 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.

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Procedural Guidelines

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



Assignment Information

ASSIGNMENT INFORMATION

File #: AI:1	Homeowner(s): AI:2
Property Address: AI:3	Home Phone #: AI:4
City, State, Zip: AI:5	Work Phone #: AI:6
BMA Requested by (Co. & Contact): AI:7	e-mail: AI:8
Requesting Co. Address: AI:9	Phone #: AI:10
City, State, Zip: AI:11	Fax #: AI:12
Real Estate Firm: AI:13	
Contact Name: AI:14	e-mail: AI:15
Real Estate Firm Address: AI:16	Phone #: AI:17
City, State, Zip: AI:18	Fax #: AI:19
Agent Preparer: AI:20	Phone #: AI:21



Subject Information

SUBJECT INFORMATION

Homeowner's purchase price: \$ SI:1		Date purchased: SI:2	
Improvements made by homeowner if any: SI:3			
Is the subject currently listed? SI:4 <input type="checkbox"/> Yes <input type="checkbox"/> No		Listing Company/Agent: SI:5	
Form of Ownership: SI:6 <input type="checkbox"/> Fee Simple <input type="checkbox"/> Leasehold		Occupant: SI:7 <input type="checkbox"/> Homeowner <input type="checkbox"/> Tenant <input type="checkbox"/> Vacant	
Type: SI:8 <input type="checkbox"/> Condo <input type="checkbox"/> Coop <input type="checkbox"/> PUD <input type="checkbox"/> Single Family		<input type="checkbox"/> Mixed Use <input type="checkbox"/> Town House <input type="checkbox"/> Modular <input type="checkbox"/> Mobile Home	
<input type="checkbox"/> Other:			
Indicate any personal property that remains (e.g., refrigerator, range, etc): SI:9			



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Do the mirrors stay?



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**Personal Property or
Improvement Made?**



Where is the pool?



Subject Location

SUBJECT LOCATION	Subject's location type: SL:1 <input type="checkbox"/> Urban <input type="checkbox"/> Suburban <input type="checkbox"/> Distant suburban <input type="checkbox"/> Rural <input type="checkbox"/> Farm <input type="checkbox"/> Resort																				
	Lot Characteristics: positive/negative (explain): SL:2																				
	Subject's view: positive/negative (explain): SL:3																				
	Locational issues of which you are aware that may affect the insurability of the property: SL:4																				
	Site Characteristics of which you are aware (check all that apply): SL:5 <table border="0"> <tr> <td><input type="checkbox"/> Private Street Access</td> <td><input type="checkbox"/> Private Street Maintenance</td> <td><input type="checkbox"/> Gated</td> <td><input type="checkbox"/> Alley</td> </tr> <tr> <td><input type="checkbox"/> Easements/Encroachments</td> <td><input type="checkbox"/> Sidewalk</td> <td><input type="checkbox"/> Curbs/Gutters</td> <td><input type="checkbox"/> Street Lighting</td> </tr> <tr> <td><input type="checkbox"/> Paved Street Surface</td> <td><input type="checkbox"/> Paved Driveway Surface</td> <td></td> <td></td> </tr> </table>	<input type="checkbox"/> Private Street Access	<input type="checkbox"/> Private Street Maintenance	<input type="checkbox"/> Gated	<input type="checkbox"/> Alley	<input type="checkbox"/> Easements/Encroachments	<input type="checkbox"/> Sidewalk	<input type="checkbox"/> Curbs/Gutters	<input type="checkbox"/> Street Lighting	<input type="checkbox"/> Paved Street Surface	<input type="checkbox"/> Paved Driveway Surface										
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<input type="checkbox"/> Paved Street Surface	<input type="checkbox"/> Paved Driveway Surface																				
Miscellaneous of which you are aware (check all that apply): SL:6 <table border="0"> <tr> <td><input type="checkbox"/> Maintenance issues with neighboring properties</td> <td><input type="checkbox"/> Excess acreage or land</td> <td><input type="checkbox"/> Mobile homes/trailer park nearby</td> </tr> <tr> <td><input type="checkbox"/> Subject located on or near designated environmental sites</td> <td><input type="checkbox"/> Location next to agricultural area</td> <td><input type="checkbox"/> Close proximity to hospital/firehouse, etc.</td> </tr> <tr> <td><input type="checkbox"/> Neighborhood has restrictive covenants</td> <td><input type="checkbox"/> Subject located near railroad tracks</td> <td><input type="checkbox"/> Audible street or highway noise present</td> </tr> <tr> <td><input type="checkbox"/> Located on or backs up to busy/main street</td> <td><input type="checkbox"/> Location in flood plain</td> <td><input type="checkbox"/> Location in earthquake zone</td> </tr> <tr> <td><input type="checkbox"/> Location next to school or public park</td> <td><input type="checkbox"/> Property located on corner lot</td> <td><input type="checkbox"/> Access to subject property</td> </tr> <tr> <td><input type="checkbox"/> Location near/in view of power lines/water towers/ radio towers</td> <td><input type="checkbox"/> Location next to industrial area</td> <td><input type="checkbox"/> Located on airport flight path</td> </tr> <tr> <td colspan="3"><input type="checkbox"/> Additional Comments:</td> </tr> </table>	<input type="checkbox"/> Maintenance issues with neighboring properties	<input type="checkbox"/> Excess acreage or land	<input type="checkbox"/> Mobile homes/trailer park nearby	<input type="checkbox"/> Subject located on or near designated environmental sites	<input type="checkbox"/> Location next to agricultural area	<input type="checkbox"/> Close proximity to hospital/firehouse, etc.	<input type="checkbox"/> Neighborhood has restrictive covenants	<input type="checkbox"/> Subject located near railroad tracks	<input type="checkbox"/> Audible street or highway noise present	<input type="checkbox"/> Located on or backs up to busy/main street	<input type="checkbox"/> Location in flood plain	<input type="checkbox"/> Location in earthquake zone	<input type="checkbox"/> Location next to school or public park	<input type="checkbox"/> Property located on corner lot	<input type="checkbox"/> Access to subject property	<input type="checkbox"/> Location near/in view of power lines/water towers/ radio towers	<input type="checkbox"/> Location next to industrial area	<input type="checkbox"/> Located on airport flight path	<input type="checkbox"/> Additional Comments:		
<input type="checkbox"/> Maintenance issues with neighboring properties	<input type="checkbox"/> Excess acreage or land	<input type="checkbox"/> Mobile homes/trailer park nearby																			
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<input type="checkbox"/> Located on or backs up to busy/main street	<input type="checkbox"/> Location in flood plain	<input type="checkbox"/> Location in earthquake zone																			
<input type="checkbox"/> Location next to school or public park	<input type="checkbox"/> Property located on corner lot	<input type="checkbox"/> Access to subject property																			
<input type="checkbox"/> Location near/in view of power lines/water towers/ radio towers	<input type="checkbox"/> Location next to industrial area	<input type="checkbox"/> Located on airport flight path																			
<input type="checkbox"/> Additional Comments:																					

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"Nice home- Vacant lot on each side"

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"When & What will be built"
"Buyer's resist the unknown!"



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“View vs. Level lot in family neighborhood”
 “Views add Value”
 “What’s a view worth”



Subject Location

SUBJECT LOCATION	Subject's location type: SL:1 <input type="checkbox"/> Urban <input type="checkbox"/> Suburban <input type="checkbox"/> Distant suburban <input type="checkbox"/> Rural <input type="checkbox"/> Farm <input type="checkbox"/> Resort
	Lot Characteristics: positive/negative (explain): SL:2
	Subject's view: positive/negative (explain): SL:3
	Locational issues of which you are aware that may affect the insurability of the property: SL:4
	Site Characteristics of which you are aware (check all that apply): SL:5 <input type="checkbox"/> Private Street Access <input type="checkbox"/> Private Street Maintenance <input type="checkbox"/> Gated <input type="checkbox"/> Alley <input type="checkbox"/> Easements/Encroachments <input type="checkbox"/> Sidewalk <input type="checkbox"/> Curbs/Gutters <input type="checkbox"/> Street Lighting <input type="checkbox"/> Paved Street Surface <input type="checkbox"/> Paved Driveway Surface
	Miscellaneous of which you are aware (check all that apply): SL:6 <input type="checkbox"/> Maintenance issues with neighboring properties <input type="checkbox"/> Excess acreage or land <input type="checkbox"/> Mobile homes/trailer park nearby <input type="checkbox"/> Subject located on or near designated environmental sites <input type="checkbox"/> Location next to agricultural area <input type="checkbox"/> Close proximity to hospital/firehouse, etc. <input type="checkbox"/> Neighborhood has restrictive covenants <input type="checkbox"/> Subject located near railroad tracks <input type="checkbox"/> Audible street or highway noise present <input type="checkbox"/> Located on or backs up to busy/main street <input type="checkbox"/> Location in flood plain <input type="checkbox"/> Location in earthquake zone <input type="checkbox"/> Location next to school or public park <input type="checkbox"/> Property located on corner lot <input type="checkbox"/> Access to subject property <input type="checkbox"/> Location near/in view of power lines/water towers/ radio towers <input type="checkbox"/> Location next to industrial area <input type="checkbox"/> Located on airport flight path <input type="checkbox"/> Additional Comments:



Miscellaneous

MISCELLANEOUS

 Check all other items of which you are aware that may affect the marketability or value of the subject property and comment below: **M-1**

- | | | |
|--|---|---|
| <input type="checkbox"/> Style of home not typical for the area | <input type="checkbox"/> Subject is over improved | <input type="checkbox"/> Subject is under improved |
| <input type="checkbox"/> Inadequate parking | <input type="checkbox"/> Functional obsolescence | <input type="checkbox"/> Steep driveway |
| <input type="checkbox"/> Proposed land use change | <input type="checkbox"/> Little sales activity in area or price range | <input type="checkbox"/> Estimated time to sell is more than 120 days |
| <input type="checkbox"/> Proposed or pending assessments | <input type="checkbox"/> Property taxes not typical for area | <input type="checkbox"/> HOA has first right of refusal |
| <input type="checkbox"/> HOA does not allow "for sale" signs on property | <input type="checkbox"/> HOA fees not typical for the area | <input type="checkbox"/> Other |

Comments:



Page 2

Subject Condition Inspections and Disclosures



Property Condition

SUBJECT CONDITION

Property Condition SC:1

For all the following of which you are aware or observe in viewing the property, check the appropriate box(es) and describe:

☐ Décor of home is personalized or dated:

☐ Incomplete construction:

☐ Evidence of past or present water damage:

☐ Cracks or stains on walls, floors, or ceilings:

☐ Oil tank (abandoned):

☐ Oil tank (in use):

☐ Underground storage tank (abandoned):

☐ Underground storage tank (in use):

☐ Synthetic stucco:

☐ Suspected structural problems:

☐ Evidence of odor:

☐ Evidence of pet damage:

☐ Evidence of deferred maintenance:



Personalized Décor





Property Condition

SUBJECT CONDITION

 Additional Comments: **SC:2**


Interior Repairs and Improvements

SUBJECT CONDITION

Recommended Repairs and Improvements
Interior Items **SC:3**
R&I Estimates **SC:4**

<input type="checkbox"/> Paint	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Flooring	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Wall paper removal	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Appliances	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Cabinets	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Light fixtures	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Countertops	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Bathroom fixtures	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Other:	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Other:	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Other:	Estimated cost per item: \$	Comment:

 Total Estimated Cost for Interior Repairs **SC:5** \$ 0.00

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Interior Repairs and Improvements



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Interior Repairs and Improvements





Interior Repairs and Improvements



Interior Repairs and Improvements

SUBJECT CONDITION	Recommended Repairs and Improvements		
	Interior Items SC:3	R&I Estimates SC:4	
	<input type="checkbox"/> Paint	Estimated cost per item: \$	Comment:
	<input type="checkbox"/> Flooring	Estimated cost per item: \$	Comment:
	<input type="checkbox"/> Wall paper removal	Estimated cost per item: \$	Comment:
	<input type="checkbox"/> Appliances	Estimated cost per item: \$	Comment:
	<input type="checkbox"/> Cabinets	Estimated cost per item: \$	Comment:
	<input type="checkbox"/> Light fixtures	Estimated cost per item: \$	Comment:
	<input type="checkbox"/> Countertops	Estimated cost per item: \$	Comment:
	<input type="checkbox"/> Bathroom fixtures	Estimated cost per item: \$	Comment:
	<input type="checkbox"/> Other: Staging needed	Estimated cost per item: \$ 500.00	Comment: brm-upholstering of sofa, 2 lamps/2 window blinds
	<input type="checkbox"/> Other:	Estimated cost per item: \$	Comment:
	<input type="checkbox"/> Other:	Estimated cost per item: \$	Comment:
Total Estimated Cost for Interior Repairs SC:5 \$			

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Interior Repairs and Improvements Without Staging



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Interior Repairs and Improvements With Staging





Interior Repairs and Improvements

Recommended Repairs and Improvements

Interior Items **SC:3**

R&I Estimates **SC:4**

SUBJECT CONDITION

<input type="checkbox"/> Paint	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Flooring	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Wall paper removal	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Appliances	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Cabinets	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Light fixtures	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Countertops	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Bathroom fixtures	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Other:	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Other:	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Other:	Estimated cost per item: \$	Comment:

Total Estimated Cost for Interior Repairs **SC:5** \$



Exterior Repairs and Improvements

Exterior Items **SC:6**

R&I Estimates **SC:7**

SUBJECT CONDITION

<input type="checkbox"/> Landscaping	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Paint	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Driveway/walkway	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Porch/deck	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Pool	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Spa	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Gutters	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Siding	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Trim	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Roof	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Detached structures	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Debris removal	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Windows and screens	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Other:	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Other:	Estimated cost per item: \$	Comment:
<input type="checkbox"/> Other:	Estimated cost per item: \$	Comment:

Total Estimated Cost for Exterior Repairs **SC:8** \$



Exterior Repairs and Improvements



Inspections/Disclosures

INSPECTIONS/DISCLOSURES

List all required, customary and additionally recommended inspections (e.g., municipal, certificate of occupancy, environmental, etc.):

Required: **ID:1**

Customary: **ID:2**

Additionally recommended for the subject property: **ID:3**

Subject property issues of which you are aware that may affect insurability of the subject property: **ID:4**

List all required disclosures: **ID:5**



Inspections/Disclosures

Additionally Recommended Inspections



Inspections/Disclosures

INSPECTIONS/DISCLOSURES

List all required, customary and additionally recommended inspections (e.g., municipal, certificate of occupancy, environmental, etc.):
 Required: **ID:1**

Customary: **ID:2**

Additionally recommended for the subject property: **ID:3**

Subject property issues of which you are aware that may affect insurability of the subject property: **ID:4**

List all required disclosures: **ID:5**



Page 3

Financing Market Conditions



Financing

FINANCING	Identify the most probable means of financing for the subject: F:1 <input type="checkbox"/> FHA <input type="checkbox"/> VA <input type="checkbox"/> Cash <input type="checkbox"/> Conventional mortgage—conforming or jumbo <input type="checkbox"/> Other:
	Describe the terms of the financing type identified above: F:2
	Identify and describe any financing concessions that may be necessary to secure the sale of the subject property. <input type="checkbox"/> Points: F:3
	<input type="checkbox"/> Closing Costs: F:4
	<input type="checkbox"/> Other: F:5
	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 <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, comment: F:7
	If the subject property is a common interest development (e.g., condo, townhouse, PUD), what is the ratio of owners to investors? <input type="checkbox"/> N/A F:8 Owners: _____ % Investors: _____ % (total should equal 100%)
	HOA Fees: F:9 \$ _____ How often are they paid? F:10 <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Semi-annually <input type="checkbox"/> Annually
	Items included in HOA Fees: F:11 <input type="checkbox"/> Trash Pick-up <input type="checkbox"/> Landscaping <input type="checkbox"/> Snow Removal <input type="checkbox"/> Exterior Building Maintenance <input type="checkbox"/> Security/Concierge Services <input type="checkbox"/> Insurance <input type="checkbox"/> Taxes <input type="checkbox"/> Amenities <input type="checkbox"/> Common Area Maintenance <input type="checkbox"/> Water <input type="checkbox"/> Sewer <input type="checkbox"/> Other:
	Are you aware of any special assessments covered by the HOA? F:12 <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, indicate the amount of assessment: F:13 \$ _____
Describe what the special assessment covers: F:14	

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FINANCING	<div> <div>Broker's</div> <div>MARKET</div> <div>Analysis</div> </div> <div>AND STRATEGY REPORT</div> <div> <div>Financing</div> <div>Financing Concessions</div> </div>
	Identify the most probable means of financing for the subject: F:1 <input type="checkbox"/> FHA <input type="checkbox"/> VA <input type="checkbox"/> Cash <input type="checkbox"/> Conventional mortgage—conforming or jumbo <input type="checkbox"/> Other:
	Describe the terms of the financing type identified above: F:2
	Identify and describe any financing concessions that may be necessary to secure the sale of the subject property. <input type="checkbox"/> Points: F:3
	<input type="checkbox"/> Closing Costs: F:4 <input type="checkbox"/> Other: F:5

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FINANCING	<div> <div>Broker's</div> <div>MARKET</div> <div>Analysis</div> </div> <div>AND STRATEGY REPORT</div> <div> <div>Financing</div> <div>Issues Affecting Ability to Secure Financing</div> </div>
	<div> 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 <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes, comment: F:7 </div>



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%)



Financing

HOA Information

HOA Fees: F:9 \$ _____	How often are they paid? F:10	<input type="checkbox"/> Monthly	<input type="checkbox"/> Quarterly	<input type="checkbox"/> Semi-annually	<input type="checkbox"/> Annually
Items included in HOA Fees: F:11	<input type="checkbox"/> Trash Pick-up <input type="checkbox"/> Security/Concierge Services <input type="checkbox"/> Common Area Maintenance <input type="checkbox"/> Other: _____	<input type="checkbox"/> Landscaping <input type="checkbox"/> Insurance <input type="checkbox"/> Water	<input type="checkbox"/> Snow Removal <input type="checkbox"/> Taxes <input type="checkbox"/> Sewer	<input type="checkbox"/> Exterior Building Maintenance <input type="checkbox"/> Amenities	
Are you aware of any special assessments covered by the HOA? F:12		<input type="checkbox"/> Yes	<input type="checkbox"/> No		
If yes, indicate the amount of assessment: F:13 \$ _____					
Describe what the special assessment covers: F:14 _____					



Market Conditions (specific geographic area)

- Subject neighborhood
- Broader market area



Subject Neighborhood

MARKET CONDITIONS	Subject Neighborhood (For purposes of this report, the subject neighborhood is defined by the preparer of this form. Identify what you regard as the subject neighborhood and then use statistics that you have gathered which reflect that market area. Note: the neighborhood might be a MLS area, a particular section of a town, a specific subdivision, or an entire community. This is described as the "micro area.")	
	Subject neighborhood is defined as: MC:1	
	Price Range: MC:2 \$ _____ to \$ _____ Average Days-on-Market (list to contract) _____ days MC:3 (# of days)	Property Values are: <input type="checkbox"/> Increasing _____% in past _____ months MC:4 <input type="checkbox"/> Stable <input type="checkbox"/> Decreasing _____% in past _____ months



Subject Neighborhood Months of Inventory

Calculate the months of inventory (Absorption Rate):

<u>MC:5</u>		<u>MC:6</u>		<u>MC:7</u>
Number of active listings	÷	Avg. number of sales per month for the last 6 months	=	Number of months needed to sell existing inventory



Subject Neighborhood Months of Inventory: Example

Calculate the months of inventory (Absorption Rate):

<u>45</u>		<u>8</u>		<u>5.6</u>
Number of active listings	÷	Avg. number of sales per month for the last 6 months	=	Number of months needed to sell existing inventory



Subject Neighborhood

Type of Competing Listings

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



Subject Neighborhood

MARKET CONDITIONS

Describe all marketing concessions/incentives being offered to buyers and/or brokers on *competing properties*: **MC:9**

Recommend any marketing concessions/incentives that should be offered for the *subject*: **MC:10**

Describe major corporation(s) in this neighborhood that are moving into, out of, or planning layoffs: **MC:11**

Describe current economic conditions (positive or negative) that may have an affect on the marketability of the property: **MC:12**



Broader Market Area

MARKET CONDITIONS

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**



Part I Summary

You can now:

- 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,
- explain 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, and
- recognize the need for consistency between the sections of the report.

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