

This form is being completed for: (check one)

Home MarketingInventory

Client Marketing Time

☐ 60 Days☐ 90 Days☐ 120 Days☐ Normal Marketing Time

File #:

Cartus Contact:Cartus Office:Phone #:

E-mail Address:Fax #:

Cartus Address:

Homeowner

Address

City/State/Zip

Prepared by (company name)

Agent Name:Relocation Director Name:

Agent Office 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 DateHomeowner's Purchase Price \$

property and neighborhood data

Subject Property

☐ Single Family☐ Mobile/Manufactured☐ Urban☐ Sprinklers
☐ Townhouse☐ Multi-family☐ Rural☐ Security System
☐ Condo☐ Other☐ Suburban☐ Owned☐ Leased

Does the subject property conform to the neighborhood? Y☐ N☐ If no, explain:
Are taxes typical for the area? Y☐ N☐ If no, explain:

Property Values

☐ Increasing☐ Stable☐ Declining

Type of CoolingType of HeatTypical? Y☐ N☐Typical? Y☐ N☐

Supply/Demand

☐ Shortage☐ In Balance☐ Over Supply

Association

Gated:☐ Yes☐ NoClub House:☐ Yes☐ No
Pool:☐ Yes☐ NoTennis:☐ Yes☐ No
Dues: \$☐ Month☐ Year
Special Assessments: \$
Litigation?☐ Yes☐ NoIf yes, explain:
Common Charges\$☐ Month☐ Year

Normal Market Time for Subj Property Area:

☐ 60 Days☐ 90 Days☐ Up to 120 Days
☐ Over 120 Days☐ Other

Competition in Subject's Price Range:

Number of competing listings:
Low: \$High: \$

Number of sales in the last 3 months in this price range:
Typical buyer/agent incentives/concessions:

New Construction in Direct Competition

Foreclosures/distressed homes in Direct Competition

Number of homes in price range:
Current Builder Incentives:
Current Agent Incentives:

Number of homes in price range:
Current Incentives:
Current Agent Incentives:

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 employment opportunities, impact of new construction/foreclosure activity, etc.

location

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

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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 (SQFT / % finished)												
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 %			Total %			Total %			Total %		

LIST 1: (please describe the features on the property as compared to the subject property)

Similarities -
Superior Features -
Inferior Features -

LIST 2: (please describe the features on the property as compared to the subject property)

Similarities -
Superior Features -
Inferior Features -


LIST 3: (please describe the features on the property as compared to the subject property)

Similarities -
Superior Features -
Inferior Features -

inspections
State 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.)
Recommended Inspections (what visible evidence might require this inspection)

condition of property					
Item	Excel	Good	Fair	Poor	Reason for Rating
Exterior					
Interior					
Landscape (Front)					
Landscape (Back)					
Foundation					
Roof					
Drainage					
Carpet/Floor Covering					
Curb Appeal					
Other					
Other					

repairs				
Recommended Repairs and Improvements needed to minimize sales time and obtain the best price.				
Exterior	Interior	Type	Estimated Cost	Contributory Value
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$

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 (<i>above grade</i>)	Total	Bdrm	Bath	Total	Bdrm	Bath	Total	Bdrm	Bath	Total	Bdrm	Bath
Basement (<i>SQFT / % finished</i>)												
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 %			Total %			Total %			Total %		

SALE 1: (please describe the features on the property as compared to the subject property)												
Similarities -												
Superior Features -												
Inferior Features -												
SALE 2: (please describe the features on the property as compared to the subject property)												
Similarities -												
Superior Features -												
Inferior Features -												
SALE 3: (please describe the features on the property as compared to the subject property)												
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 including media, networking, advertising, etc.

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

broker’s opinion:

This form is being completed for:

☐ Home Marketing

☐ Inventory

In order to sell the subject property in days

(in present condition), I recommend a list price of \$

and estimate a probable sale price of \$

What is the Normal Marketing Time for homes in the subject property price range?

Indicate Time Frame:

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

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