

Comparative Market Analysis & Marketing Presentation

Property located at:

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 **Arwine Cates Team**



February 27, 2006



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We appreciate the opportunity to present our marketing plan and analysis to you.

The real estate market is changing everyday. We've put together this comparative market analysis to give you the most up-to-date information available about what is happening in your market area.

Some of the properties included in this analysis vary in size and amenities in comparison to your home. To account for these differences we've gone the extra step and included an adjusted market analysis for you, along with a standard statistical analysis. This adjusted market analysis will more accurately indicate a price range in today's market place based on factors like the neighborhood you live in, the actual size of your home, and its specific amenities.

This comparative market analysis will provide you with the information necessary to indicate an appropriate price range for your property in today's market.

It is very important that we price your home correctly and get your home in "showcase" condition. There are many competing homes on the market, all at different price ranges. Buyers understandably are very selective. The best-looking and competitively priced homes will attract the most qualified buyers.

The following pages outline our analysis of the current market conditions, the market value of your home, and our plan to market your home to the widest possible audience in the quickest amount of time.

Thank you again for this opportunity. We look forward to a successful partnership.

Sincerely,

Teresa S. Cates
Brenda Arnwine

Teresa Cates, REALTOR®

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National Association of Realtors



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Comparative Market Analysis Explanation

The remainder of this presentation contains information that will enable us to compare your home to others like it in the market place. This comparison will help us decide the fair market value for your home in the current market. Once we have decided on a price and tested it, changing market conditions may require adjustments to the price to remain competitive.

This comparison is called a comparative market analysis (CMA). It uses the most current and reliable information from the Multiple Listing Service (MLS), real estate firms, and title companies in this community. The homes included in this analysis are a sampling of properties in the area that are currently for sale or that have recently sold. They provide us a base line from which to begin our comparison. Other factors considered in this comparison are square footage, location, amenities, the physical condition of your property, and the effects of any existing financing on your home.

At times, the term "fair market value" causes confusion. The definition has three basic parts – particular house – current condition – time frame (usually 30 to 90 days). Put simply, fair market value is the price at which a home will sell within a reasonable amount of time. This CMA will allow us to figure, using the above information, the fair market value for your home. Remember this is just an estimation and the price could vary up or down depending on the motivation of the buyer, seller and any fluctuations in the market.



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Properties Recently Sold

4868 TARRY GLEN DR

1



City/Area: SUWANEE, GA 30024

Sold Price: \$425,000

Sold Date: 3/11/2005

Beds: 5

Baths: 4

Sq. Ft.: 3,332

Year/Age: 2002

\$/Sq. Ft.: \$128

Lot Size: 0.36 Acres

5038 TARRY GLEN DR

2



City/Area: SUWANEE, GA 30024

Sold Price: \$486,000

Sold Date: 1/14/2005

Beds: 6

Baths: 4

Sq. Ft.: 3,788

Year/Age: 2004

\$/Sq. Ft.: \$128

Lot Size: 0.3 Acres

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Properties Recently Sold

5039 TARRY GLEN DR

3



City/Area: SUWANEE, GA 30024

Sold Price: \$540,000

Sold Date: 12/12/2005

Beds: 6

Baths: 4.5

Sq. Ft.: 4,081

Year/Age: 2003

\$/Sq. Ft.: \$132

Lot Size: 0.26 Acres

5177 DOVECOTE TRL

4



City/Area: SUWANEE, GA 30024

Sold Price: \$447,000

Sold Date: 8/30/2005

Beds: 5

Baths: 4

Sq. Ft.: 3,672

Year/Age: 2003

\$/Sq. Ft.: \$122

Lot Size: 0.28 Acres

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Properties Recently Sold

5727 ASHLEIGH WALK DR

5



City/Area: SUWANEE, GA 30024

Sold Price: \$420,000 **Sold Date:** 11/18/2005

\$/Sq. Ft.: N/A

918 MIDDLE FORK TRL

6



City/Area: SUWANEE, GA 30024

Sold Price: \$1,362,000 **Sold Date:** 9/2/2005

\$/Sq. Ft.: N/A

Lot Size: 0.71 Acres

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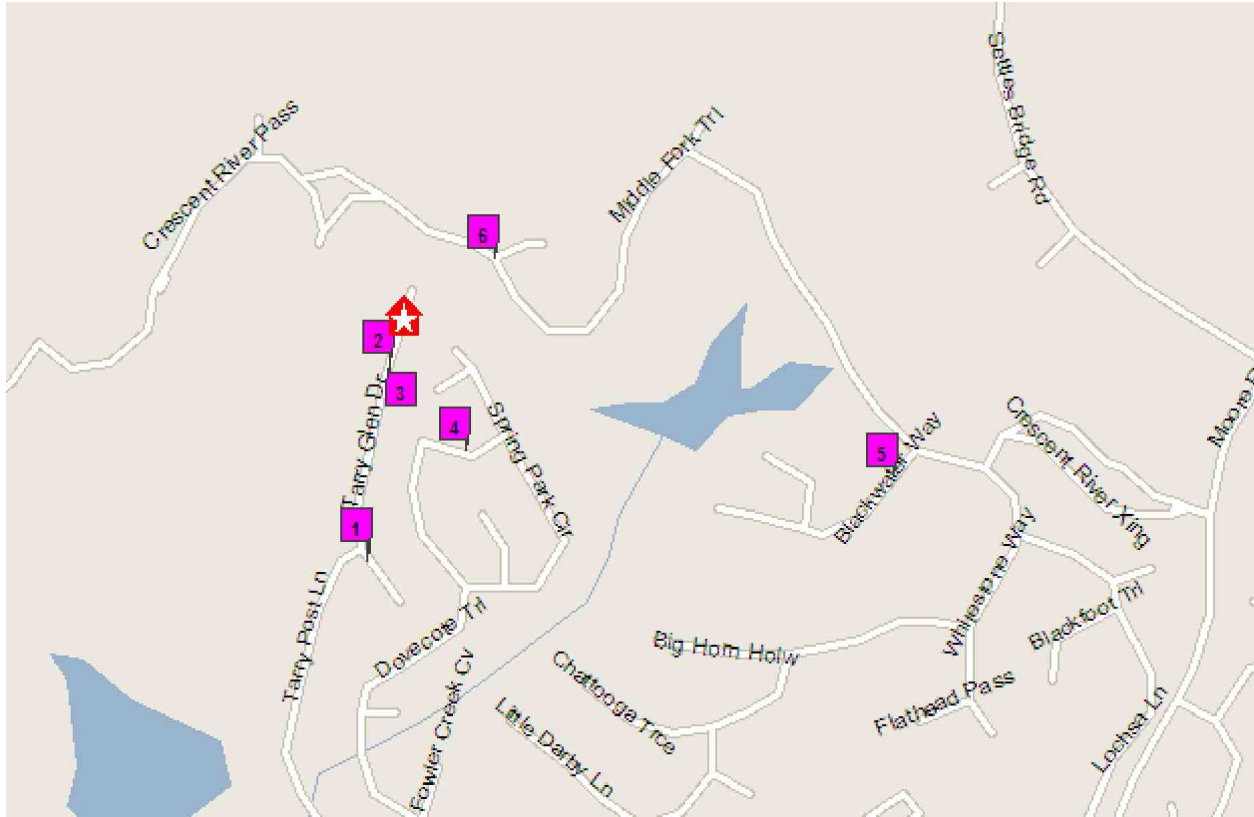
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Map of Comparable Properties



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Comparable Properties

Map Listing Index

<u>Order #</u>	<u>Address</u>	<u>Date Listed</u>	<u>Listing Price</u>
1	4868 TARRY GLEN DR		
2	5038 TARRY GLEN DR		
3	5039 TARRY GLEN DR		
4	5177 DOVECOTE TRL		
5	5727 ASHLEIGH WALK DR		
6	918 MIDDLE FORK TRL		

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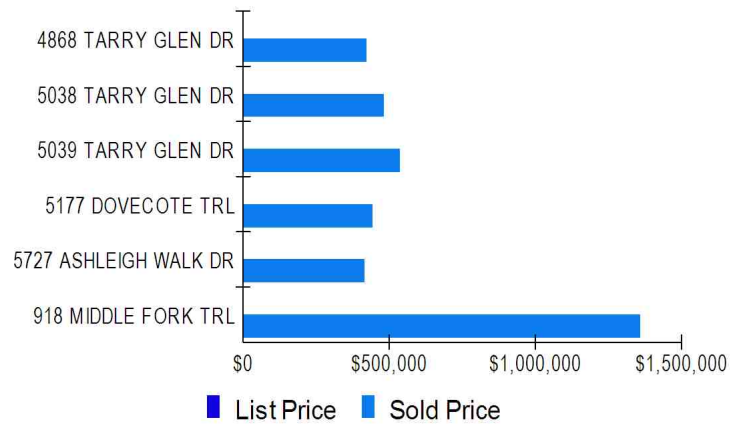
Web: www.arnwinecates.com



Comparable Property Statistics

Sold Properties

Number of Listings	6
Lowest Sold Price	\$420,000
Average Sold Price	\$613,333
Highest Sold Price	\$1,362,000
Average Price/SqFt	\$128
Average DOM	N/A



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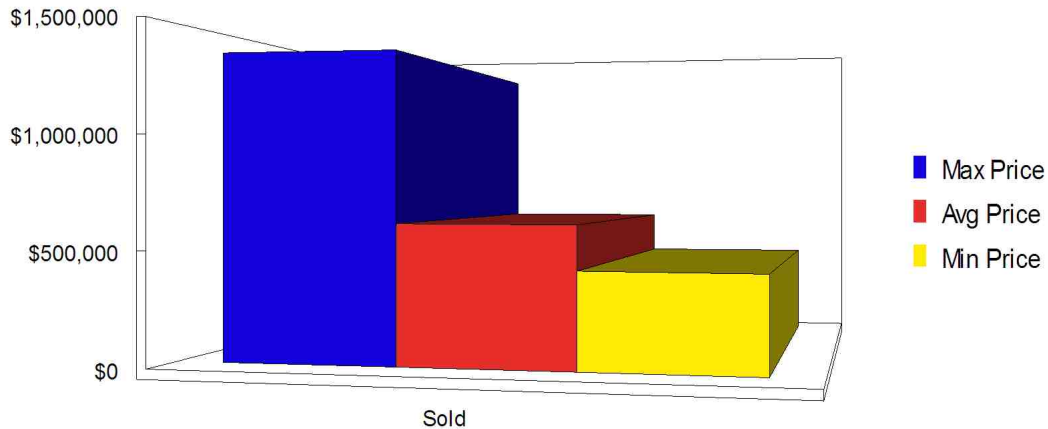
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Summary Analysis



Listing Category	Lowest Price	Highest Price	Average Price	\$/SqFt	DOM
Sold	\$420,000	\$1,362,000	\$613,333	\$128	
Total Averages	\$420,000	\$1,362,000	\$613,333	\$128	

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Sold Property Analysis

Address	List Price	Sold Price	DOM	% Chg	\$/SqFt
4868 TARRY GLEN DR		\$425,000		N/A	\$128
5038 TARRY GLEN DR		\$486,000		N/A	\$128
5039 TARRY GLEN DR		\$540,000		N/A	\$132
5177 DOVECOTE TRL		\$447,000		N/A	\$122
5727 ASHLEIGH WALK DR		\$420,000		N/A	N/A
918 MIDDLE FORK TRL		\$1,362,000		N/A	N/A
<i>Sold Averages</i>	N/A	\$613,333	N/A	N/A	\$127

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Why do you need a Real Estate Professional

Do you really have all the time, energy, information, resources, and contacts to properly market and sell your home? Would the process be a smooth one? Would it give you more time to focus on your personal life? Would you be able to get the best price for your home? Below we have listed just a few areas in which we believe a real estate professional truly earns their commission:

Pricing

A real estate professional is best suited to determine a pricing strategy for your property. You don't want to miss opportunities by overpricing or undervaluing your property. Knowledge about the surrounding areas, pricing trends, local information, and experience will ensure you are getting the best price for your home.

Marketing

A real estate professional has many ways to effectively market your property. Proven marketing methods include flyers, open houses, the internet, local newspapers, and listing in the local Multiple Listing Service (MLS). There is a common misconception that advertising sells real estate. The NATIONAL ASSOCIATION OF REALTORS® studies show that 82% of real estate sales are the result of contacts through previous clients, referrals, friends and family, and personal contacts.

Keep in mind, advertising is only one part of marketing. The choice of media and frequency of advertising depends a lot on the home and specific market. Overexposure of a property in any media may give a buyer the impression the property is distressed or the seller is desperate. A qualified real estate professional will know when, where and how to advertise your property.

Marketing also includes the exposure of your home to other real estate professionals and the general public. In many markets over 50% of real estate sales are cooperative sales; that is, a real estate professional other than yours brings in the buyer. Your real estate professional acts as the marketing coordinator, disbursing information about your property to other real estate professionals through the MLS, open houses, and office meetings.

Preparation is critical to marketing your property effectively. A real estate professional is best suited to recommend repairs and cosmetic work that will significantly enhance the salability of your home.

Security

When the property is marketed with the help of a qualified real estate professional, you avoid allowing strangers into your home. Real estate professionals will generally pre-screen and accompany qualified prospects through your property. This increases your safety and allows for any last minute preparation.

Negotiating

Your real estate professional can assist you with objectively evaluating every buyer's proposal without compromising your marketing position. This initial agreement is only the start of a process that involves appraisals, inspections, and financing - and a lot of potential obstacles. Your real estate professional can help you write a legally binding agreement that will be more likely to make it through this complicated process.

Monitoring, Renegotiating and Closing

Between the initial sales agreement and closing/settlement, questions may arise. For example, unexpected repairs are sometimes required to obtain financing or a concern with the title could potentially be uncovered. The required paperwork alone is intimidating for most sellers. Your real estate professional is the best person to objectively help you resolve these issues and move the transaction to closing/settlement.

Your real estate professional can also meet with other professionals involved in the transaction process. Their industry contacts can make sure any unforeseen issues are handled reliably and quickly.



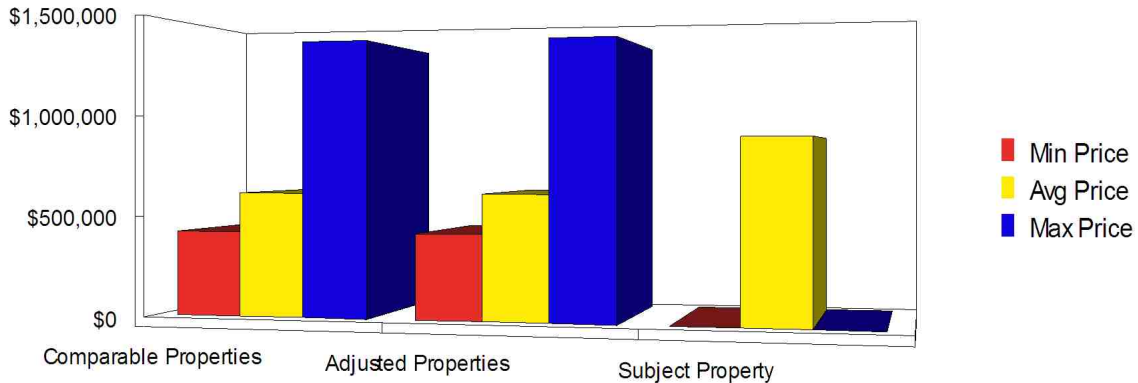
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Comparable Price Analysis



Comparable Price Analysis

	<i>Sold Price</i>	<i>Price per Sq.Ft.</i>
Low Price	\$420,000	\$121
Average Price	\$613,333	\$127
High Price	\$1,362,000	\$132

Adjusted Price Analysis

	<i>Sold Price</i>	<i>Price per Sq.Ft.</i>
Low Price	\$420,000	\$121
Average Price	\$613,333	\$127
High Price	\$1,362,000	\$132

Suggested List Price

\$889,000

Seller

Date

Broker/Sales Associate

Date



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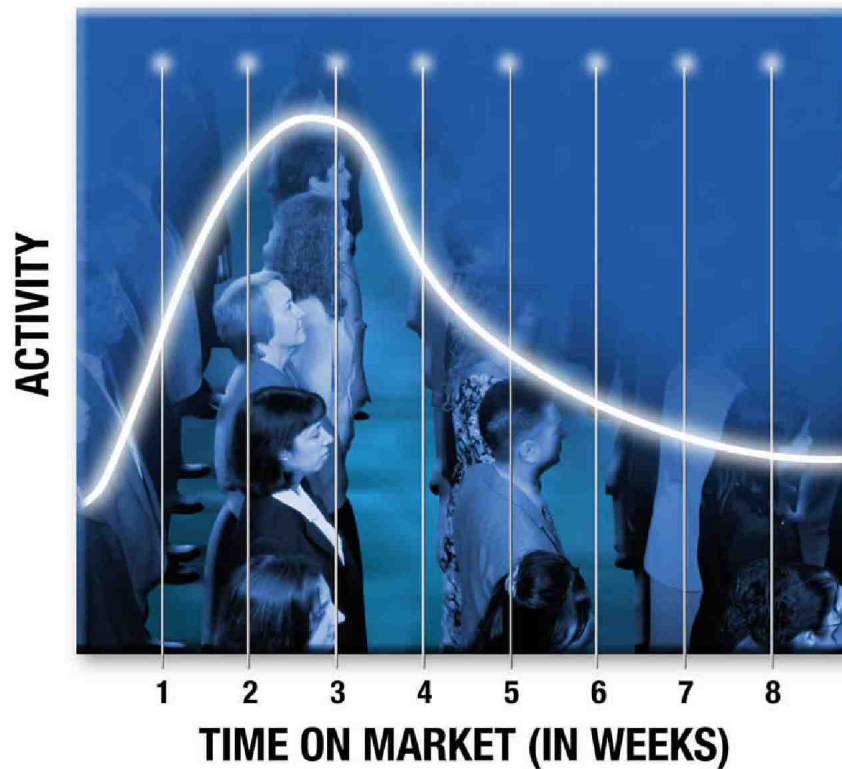
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Selling Price vs. Timing



You need to price your home prudently from the beginning, when buyer interest will be high.

Timing is very important in real estate. The above graphic shows the importance of placing your property on the market at a realistic price from the start. A home attracts the most excitement and interest when it is first placed on the market for sale. A home has its greatest chance for selling when it is newly listed. Pricing your home correctly, from the start, will help it sell in the shortest possible time frame.

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Maximizing First Impressions

Exterior and Curb Appeal

- Experts say most buyers make their decision at first sight.

General Exterior

- Prospective buyers will react well to signs your home has been meticulously maintained.
- Manicure landscaping: mow, edge and water lawn, trim hedges, weed and fertilize flowerbeds, and prune trees.
- Keep driveway clean and free of parked cars, and keep the garage door closed.
- Repair or replace loose or damaged roof shingles.
- Minimize cracks or crumbling on walkways, walls, or steps, and keep them clean and free of obstructions like toys or snow.
- Items from RV's to waste cans left out can contribute to a cluttered or busy appearance. Make sure that from the street, your property appears clear.
- Inspect appearance of interior window coverings from the curb.
- Repair any peeling paint or loose caulking on windows or other areas.
- Take steps to eliminate insect or rodent pests.
- Pick up after your pets and neighborhood animals.

Doorway

- While agents work the lockbox for a key, buyers have idle time to notice details.
- Apply a fresh coat of paint to the front door.
- Consider adding pots of flowering plants in the entryway if weather permits.
- Eliminate cobwebs and groom doorway area windows, porch light, or decorative glass.

Interior Appeal

- Once inside, experts say most buyers are reaffirming their curbside decision.

Clean, Clear, Light and Bright

- Give every room in the house a thorough cleaning and remove all clutter. Hiring a cleaning service may pay for itself by adding to a buyer's perceived value of your home.
- For a sleeker, more spacious look, consider placing furniture from crowded rooms in storage.
- Clear kitchen counters of everything other than perhaps a few pretty items. Ask yourself: In a model home, would a professional decorator put your choice of items out on the counter?
- Remember, closets will be opened! Keep closets, cupboards, and even your attic orderly and neat. Since you're anticipating a move anyway, consider holding a garage sale or boxing and storing unused belongings.
- If necessary, repaint or clean/replace dingy, soiled or strongly colored walls, and window and floor coverings with a light, neutral shade. Bright rooms look bigger, and neutral colors help buyers envision their own furnishings and décor.
- Repair dripping faucets, burned out light bulbs, or cracked windowpanes.
- Repair cracks, holes or damage to plaster, wallboard, wallpaper, and tiles.

Warm and Homey

- Subtle scents of potpourri in bedrooms or baths and fresh baked cookies or cinnamon in the kitchen can make your home more inviting.
- Keep an attractive set of towels in each bathroom to be brought out only for showings.

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