



# Comparative Market Analysis

To establish top market value of

## 9701 Native Rocks Drive

Prepared for Teresa Brorson  
By Frank Ramos REALTOR, e-PRO



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**Date:** October 05, 2006

**To:** Teresa Brorson

**From:** Frank Ramos REALTOR, e-PRO

**Re:** Comparative Market Analysis

I know that your home is probably the most valuable possession that you have.

In fact, many of the people I serve have only the equity in their property to see them through their retirement years. With this in mind, I wish to thank you for placing your trust in me to help you through the process.

My first goal is to help you set a list price that represents top market value, without going so high that it does not sell at all. This can only be accomplished by thoroughly understanding the market. To help you in this regard, you will find a detailed market analysis attached. It has been painstakingly prepared to ensure that you feel comfortable and confident as we proceed to reach this important first goal.

Additionally, you will find significant information that will help you feel confident that you are being represented by an agent and organization that is second to none.

I welcome the opportunity to serve you, and insist that you contact me with any questions you may have, should they arise now, or during the marketing process.

Sincerely,

Frank Ramos



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# Preparing Your Home

With buyers, first impressions count. A small investment in time and money will give your home an edge over other listings in the area when the time comes to show it to a prospective buyer.

Here are some suggestions that will help you to get top market value:

## General Maintenance

- Oil squeaky doors
- Tighten doorknobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped paint
- Repair cracked plaster
- Repair leaking taps and toilets

## Curb Appeal

- Cut lawns
- Trim shrubs and lawns
- Weed and edge gardens
- Pick up any litter
- Clear walk and driveway of leaves
- Repair gutters and eaves
- Touch up exterior paint

## Spic and Span

- Shampoo carpets
- Clean washer, dryer, and tubs
- Clean furnace
- Clean fridge and stove
- Clean and freshen bathrooms

## The Buying Atmosphere

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes in the day time
- Play quiet background music
- Keep pets outdoors

## The First Impression

- Clean and tidy entrance
- Functional doorbell
- Polish door hardware

## The Spacious Look

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy



# Marketing Plan

We are committed to offer the highest standards of professional service to all our customers. To assure you that your property is marketed to its fullest potential and to obtain the highest possible market value, the following will be completed.

- Prepare CMA to establish fair market value
- Prepare and sign listing contract
- Send listing contract to MLS board
- Place 'For Sale' sign on property
- Place lock box on property, if needed
- Notify the Top 100 Agents of this new listing
- Schedule property for office tour
- Schedule property for MLS tour
- Mail 'Just Listed' flyers to neighborhood
- Place 'Open House' ad in local paper
- Phone all potential buyers with details of listing
- Hold open houses
- Arrange showings for other agents
- Contact you regularly with verbal progress reports
- Prepare and deliver Marketing Service report to owner
- Review marketing activities with owner
- Pre-qualify potential buyers
- Present and discuss all offers on property with owner
- Negotiate the transaction with other agent
- Finalize the closing
- Arrange for relocation agent, if required
- Arrange for moving company
- Other services...



# Market Analysis Explanation

The correct selling price of a home is the highest price the market will bear. To assist you in determining the correct asking price we have provided you with a comprehensive market analysis of comparable properties that have been recently offered for sale in your neighborhood.

This analysis is based strictly on homes that can be considered similar to yours, and has been specially prepared for you over the last few days.

This 'Comprehensive' property analysis is divided into four categories:

1. Similar properties that are currently listed
2. Similar properties that have recently sold
3. Similar properties that have sales pending
4. Similar properties that failed to sell

By carefully studying the comparable property locations, features, and the terms under which they are offered, we can develop a clear picture of the potential market for your property.

By looking at the properties currently listed, we can see exactly what alternatives a serious buyer has to choose from. We can be certain that we are not under pricing the property.

By looking at similar properties recently sold, we can see what homeowners have actually received over the last few months. This is the acid test that is used by lending institutions to determine how much they will be willing to lend a buyer for your home.

While we naturally want top market value for the home, we can agree that there's a point where the price would be too high. By looking at homes that didn't sell, we can accurately determine that price point and be careful not to get too close to it. By doing our homework diligently, we can get maximum dollars in a reasonably short period of time.



# Subject Property

## 9701 Native Rocks Drive

<b>Style</b>	Colonial	<b>Taxes</b>	\$4,382
<b>List \$/Sqft</b>		<b>List date</b>	
<b>Square Ft</b>	2,540	<b>DOM</b>	0
<b>Bedrooms</b>	4	<b>Age</b>	2
<b>Baths</b>	2.5	<b>Lot Size</b>	
<b>Parking</b>	2 car Garage	<b>Levels</b>	

### Features:

### Comments:





# Subject Property

## 9701 Native Rocks Drive

<b>Style</b>	Colonial
<b>List \$/Sqft</b>	
<b>Square Ft</b>	2,540
<b>Bedrooms</b>	4
<b>Baths</b>	2.5
<b>Parking</b>	2 car Garage
<b>Taxes</b>	\$4,382
<b>List Date</b>	
<b>DOM</b>	0
<b>Age</b>	2
<b>Lot Size</b>	
<b>Levels</b>	

**Features:**

**Comments:**





# Comparable Properties

## Subject Property

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	Sale Price	\$/Sqft	DOM
9701 Native Rocks	2,540		Colonial	4	2.5	2 car				0

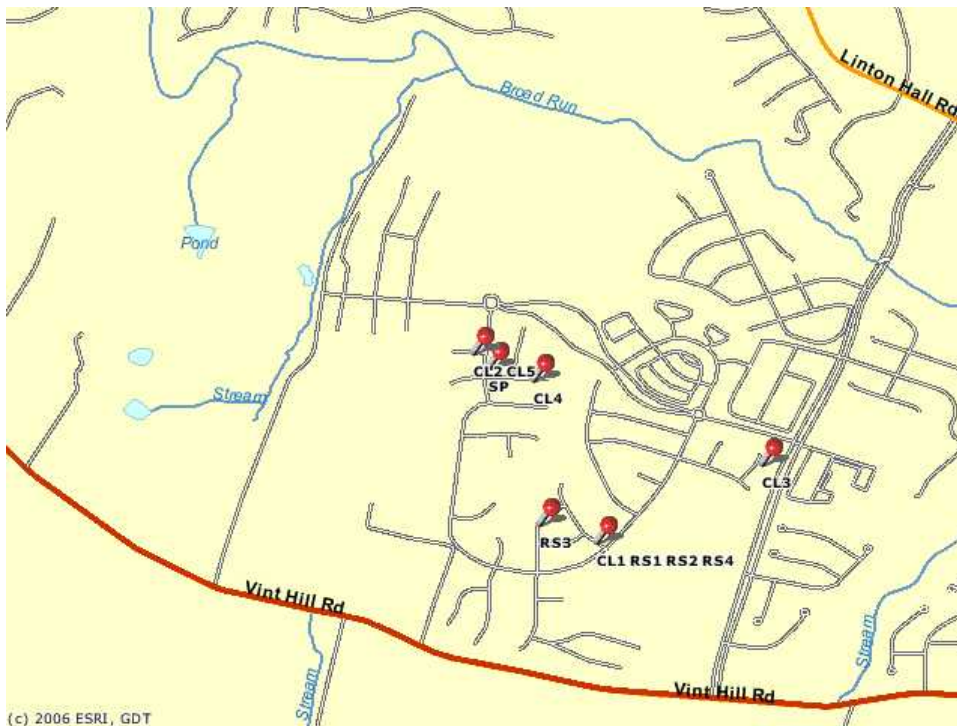
## Comparable Properties

Average for comparable type	List Price	Sale Price	\$/Sqft	DOM
Current listings	\$559,760			45
Recent sales	\$552,447	\$554,950	\$166	66

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	Sale Price	\$/Sqft	DOM
<b>Current listings</b>										
14029 Rora Moss	0	0.1935	Colonial /	4	2 / 1	2 / Attached	\$499,900			63
13220 Dunnegan	0	0.2772	Contempora	5	3 / 1	2 / Attached	\$590,000			8
9930 Nethy Bridge	0	0.2682	Colonial /	4	2 / 1	2 / Attached	\$499,000			92
13300 Whinneyford	0	0.2508	Colonial /	4	2 / 1	2 / Attached	\$624,900			18
13228 Dunnegan	0	0.3294	Colonial /	4	3 / 1	2 / Attached	\$585,000			45
<b>Recent sales</b>										
14036 Rora Moss	3272	0.1791	Colonial /	4	2 / 1	2 / Attached	\$499,900	\$509,900	\$156	84
14054 Rora Moss,	0	0.22	Colonial /	5	3 / 1	2 / Attached	\$599,900	\$590,000		133
14501 Swordale	3400	0.21	Colonial /	4	3 / 1	2 / Attached	\$565,000	\$575,000	\$169	11
14004 Rora Moss	3144	0.18	Colonial /	4	2 / 1	2 / Attached	\$544,990	\$544,900	\$173	36



## Map of All Comparable Properties



Subject Property (SP) - 9701 Native Rocks Drive, Bristow, VA - \$590,000  
Current listing (CL1) - 14029 Rora Moss Place, Bristow, VA - \$499,900  
Current listing (CL2) - 13220 Dunnegan Head Place, Bristow, VA - \$590,000  
Current listing (CL3) - 9930 Nethy Bridge Court, Bristow, VA - \$499,000  
Current listing (CL4) - 13300 Whinneyford Court, Bristow, VA - \$624,900  
Current listing (CL5) - 13228 Dunnegan Head Place, Bristow, VA - \$585,000  
Recent sale (RS1) - 14036 Rora Moss Place, Bristow, VA - \$509,900  
Recent sale (RS2) - 14054 Rora Moss, Bristow, VA - \$590,000  
Recent sale (RS3) - 14501 Swordale Lane, Bristow, VA - \$575,000  
Recent sale (RS4) - 14004 Rora Moss Place, Bristow, VA - \$544,900





## Current Listings

Subject Property									
Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	\$/Sqft	DOM
9701 Native Rocks	2,540		Colonial	4	2.52	car			0

Current Listings									
Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	\$/Sqft	DOM
<b>Average:</b>							\$559,760		45
14029 Rora Moss	00.19350		Colonial /	4	2 / 12	/ Attached	\$499,900		63
13220 Dunnegan	00.27729		Contemporar	5	3 / 12	/ Attached	\$590,000		8
9930 Nethy Bridge	00.26829		Colonial /	4	2 / 12	/ Attached	\$499,000		92
13300 Whinneyford	00.25080		Colonial /	4	2 / 12	/ Attached	\$624,900		18
13228 Dunnegan	00.32940		Colonial /	4	3 / 12	/ Attached	\$585,000		45



## Current Listings



### 14029 Rora Moss Place, Bristow, VA

Prince William \$499,900

<b>Style</b>	Colonial /	<b>Taxes</b>	\$4,318
<b>List \$/Sqft</b>		<b>List Date</b>	8/3/2006
<b>Square Ft</b>	0	<b>DOM</b>	63
<b>Bedrooms</b>	4	<b>Age</b>	2
<b>Baths</b>	2 / 1	<b>Lot Size</b>	0.193503
<b>Parking</b>	2 / Attached	<b>Levels</b>	3

**Features:** Prop Condition: Shows Well, Parking: Garage, Other Room: Dining Room, Living

**Comments:** Incredible Price! Check The Comps! Immaculate! Bright, Sunny, Lg. Fam Rm W/Fireplace And Built-In Bookshelves, Eat-In Kitchen W/Island, Hardwood Floors, Architectural



### 13220 Dunnegan Head Place, Bristow, VA

Prince William \$590,000

<b>Style</b>	Contemporary	<b>Taxes</b>	\$4,461
<b>List \$/Sqft</b>		<b>List Date</b>	9/27/2006
<b>Square Ft</b>	0	<b>DOM</b>	8
<b>Bedrooms</b>	5	<b>Age</b>	2
<b>Baths</b>	3 / 1	<b>Lot Size</b>	0.277296
<b>Parking</b>	2 / Attached	<b>Levels</b>	3

**Features:** Parking: Drvwy/Off Str, Garage, Street, Exterior: Alum/Steel Siding, Vinyl Siding,

**Comments:** Must See 4bdr, 3.5 Baths And A Nice Fenced In Yard. Fully Finished Basement/Rec Room And A Bonus Room With Separate Entry. This Cozy Home Is Nicely





## Current Listings



### 9930 Nethy Bridge Court, Bristow, VA

Prince William \$499,000

<b>Style</b>	Colonial /	<b>Taxes</b>	
<b>List \$/Sqft</b>		<b>List Date</b>	7/5/2006
<b>Square Ft</b>	0	<b>DOM</b>	92
<b>Bedrooms</b>	4	<b>Age</b>	4
<b>Baths</b>	2 / 1	<b>Lot Size</b>	0.268297
<b>Parking</b>	2 / Attached	<b>Levels</b>	3

**Features:** Parking: Garage, Other Room: Lndry-  
Uprr Lvl, Exterior: Vinyl Siding, Ext Features:

**Comments:** Reduced Again! Must See In  
Braemar. Seller Will Pay Closing Costs. Beautiful  
Home At The End Of Culasac With No House To  
Your Right. 11,000 Plus Sq Ft Lot! 4 Large



### 13300 Whinneyford Court, Bristow, VA

Prince William \$624,900

<b>Style</b>	Colonial /	<b>Taxes</b>	\$4,241
<b>List \$/Sqft</b>		<b>List Date</b>	9/17/2006
<b>Square Ft</b>	0	<b>DOM</b>	18
<b>Bedrooms</b>	4	<b>Age</b>	2
<b>Baths</b>	2 / 1	<b>Lot Size</b>	0.250803
<b>Parking</b>	2 / Attached	<b>Levels</b>	3

**Features:** Prop Condition: Shows Well, Security:  
Electric Alarm, Window/Door: Dble Pane Wind,

**Comments:** Gorgeous Three Level Yardley Model  
Colonial! Barely Lived In & Looks Brand New!  
Corner Lot 2-Car Sideload Garage Front Porch!  
Gleaming Hardwood Floors! 9-Foot Ceiling 42



## Current Listings



**13228 Dunnegan Head Place, Bristow, VA**  
Prince William \$585,000

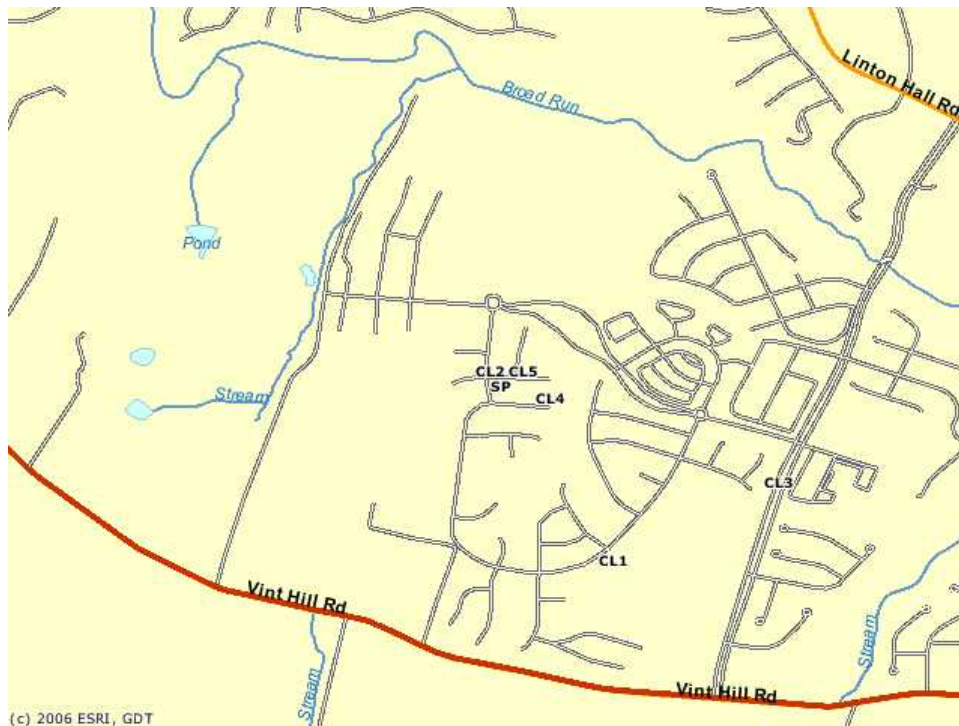
<b>Style</b>	Colonial /	<b>Taxes</b>	\$4,335
<b>List \$/Sqft</b>		<b>List Date</b>	8/21/2006
<b>Square Ft</b>	0	<b>DOM</b>	45
<b>Bedrooms</b>	4	<b>Age</b>	2
<b>Baths</b>	3 / 1	<b>Lot Size</b>	0.329408
<b>Parking</b>	2 / Attached	<b>Levels</b>	3

**Features:** Prop Condition: Shows Well, Parking: Drvwy/Off Str, Garage, Other Room: Living

**Comments:** Magnificent Residence, Four Bedroom And Three And A Half Bathroom, Maintenance Free Vinyl Siding, Hardwood Foyer, Six Panel Doors, Pre-Wire



## Map of Current Listings



Subject Property (SP) - 9701 Native Rocks Drive, Bristow, VA - \$590,000  
Current listing (CL1) - 14029 Rora Moss Place, Bristow, VA - \$499,900  
Current listing (CL2) - 13220 Dunnegan Head Place, Bristow, VA - \$590,000  
Current listing (CL3) - 9930 Nethy Bridge Court, Bristow, VA - \$499,000  
Current listing (CL4) - 13300 Whinneyford Court, Bristow, VA - \$624,900  
Current listing (CL5) - 13228 Dunnegan Head Place, Bristow, VA - \$585,000







## Recent Sales

### Subject Property

Address	SqFt	Lot size	Style	Bed	Bath	Parking	Sale Price	\$/Sqft	DOM
9701 Native Rocks	2,540		Colonial	4	2.5	2 car Garage			0

### Recent Sales

Address	SqFt	Lot size	Style	Bed	Bath	Parking	Sale Price	\$/Sqft	DOM
<b>Average:</b>							\$554,950	\$166	66
14036 Rora Moss	3272	0.17910	Colonial /	4	2 / 12 /		\$509,900	\$156	84
14054 Rora Moss,	0	0.22	Colonial /	5	3 / 12 /		\$590,000		133
14501 Swordale	3400	0.21	Colonial /	4	3 / 12 /		\$575,000	\$169	11
14004 Rora Moss	3144	0.18	Colonial /	4	2 / 12 /		\$544,900	\$173	36



## Recent Sales



### 14036 Rora Moss Place, Bristow, VA

Prince William \$509,900

<b>Style</b>	Colonial /	<b>Taxes</b>	\$4,324
<b>List Price</b>	\$499,900	<b>Sale Date</b>	8/4/2006
<b>List \$/Sqft</b>	\$153	<b>Sale \$/Sqft</b>	\$156
<b>Square Ft</b>	3272	<b>DOM</b>	84
<b>Bedrooms</b>	4	<b>Age</b>	2
<b>Baths</b>	2 / 1	<b>Lot Size</b>	0.179109
<b>Parking</b>	2 / Attached	<b>Levels</b>	3

**Features:** Prop Condition: Shows Well, Parking: Garage, Other Room: Bedroom-Second, Bedroom -

**Comments:** Priced To Sell Now!\*way Below Last Comp\*best Value In Award Winning Braemar Community\*exceptional Home On Prem Lot Backs To



### 14054 Rora Moss, Bristow, VA

Prince William \$590,000

<b>Style</b>	Colonial /	<b>Taxes</b>	
<b>List Price</b>	\$599,900	<b>Sale Date</b>	5/31/2006
<b>List \$/Sqft</b>		<b>Sale \$/Sqft</b>	
<b>Square Ft</b>	0	<b>DOM</b>	133
<b>Bedrooms</b>	5	<b>Age</b>	2
<b>Baths</b>	3 / 1	<b>Lot Size</b>	0.22
<b>Parking</b>	2 / Attached	<b>Levels</b>	3

**Features:** Prop Condition: Shows Well, Parking: Garage, Exterior: Vinyl Siding, Handicap: Other,

**Comments:** \*better Than New Yardley Model On Rare Premium Lot At End Of Cul De Sac. Kit/Fam Rm Spans Back Of House And Backs To Trees.Open



## Recent Sales



### 14501 Swordale Lane, Bristow, VA

Prince William \$575,000

<b>Style</b>	Colonial /	<b>Taxes</b>	\$4,313
<b>List Price</b>	\$565,000	<b>Sale Date</b>	4/27/2006
<b>List \$/Sqft</b>	\$166	<b>Sale \$/Sqft</b>	\$169
<b>Square Ft</b>	3400	<b>DOM</b>	11
<b>Bedrooms</b>	4	<b>Age</b>	3
<b>Baths</b>	3 / 1	<b>Lot Size</b>	0.21
<b>Parking</b>	2 / Attached	<b>Levels</b>	3

**Features:** Prop Condition: Shows Well,  
Window/Door: Atrium Windows, French Doors,

**Comments:** It's All Here And Priced To Sell! Super-  
Upgraded Expanded Yardley W/ 3 Finished Levels,  
Walk-Out Bsmt W/Fullsize Windows, Premium



### 14004 Rora Moss Place, Bristow, VA

Prince William \$544,900

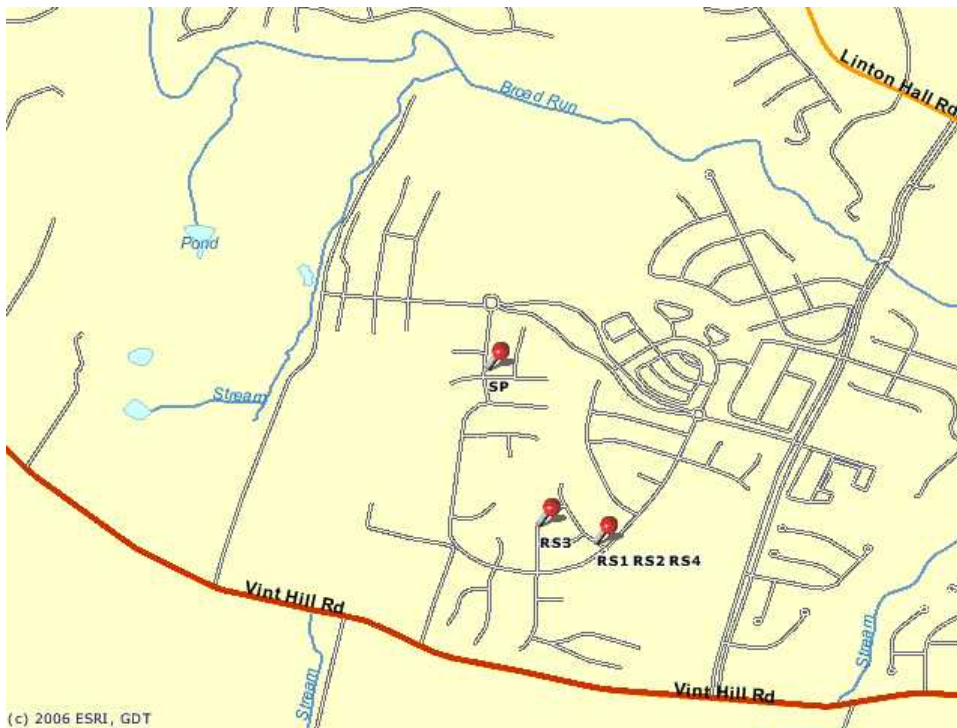
<b>Style</b>	Colonial /	<b>Taxes</b>	\$4,220
<b>List Price</b>	\$544,990	<b>Sale Date</b>	6/30/2006
<b>List \$/Sqft</b>	\$173	<b>Sale \$/Sqft</b>	\$173
<b>Square Ft</b>	3144	<b>DOM</b>	36
<b>Bedrooms</b>	4	<b>Age</b>	3
<b>Baths</b>	2 / 1	<b>Lot Size</b>	0.18
<b>Parking</b>	2 / Attached	<b>Levels</b>	3

**Features:** Prop Condition: Shows Well, Parking:  
Drwy/Off Str, Garage, Street, Other Room: Living

**Comments:** Shows Like A Model: 3 Fin Lvls, Backs  
To Woods, Prof Decorated By Ethan Allen, Window  
Treatmnts, Upgrd Carpet, Hw Floors. & Prof Painted.



## Map of Recent Sales



Subject Property (SP) - 9701 Native Rocks Drive, Bristow, VA - \$590,000  
Recent sale (RS1) - 14036 Rora Moss Place, Bristow, VA - \$509,900  
Recent sale (RS2) - 14054 Rora Moss, Bristow, VA - \$590,000  
Recent sale (RS3) - 14501 Swordale Lane, Bristow, VA - \$575,000  
Recent sale (RS4) - 14004 Rora Moss Place, Bristow, VA - \$544,900





## Pending Sales

### Subject Property

Address	SqFt	Lot size	Style	Bed	Bath	Parking	Sale Price	\$/Sqft	DOM
9701 Native Rocks	2,540		Colonial	4	2.5	2 car Garage			0

### Pending Sales

Address	SqFt	Lot size	Style	Bed	Bath	Parking	Sale Price	\$/Sqft	DOM
Average:									0



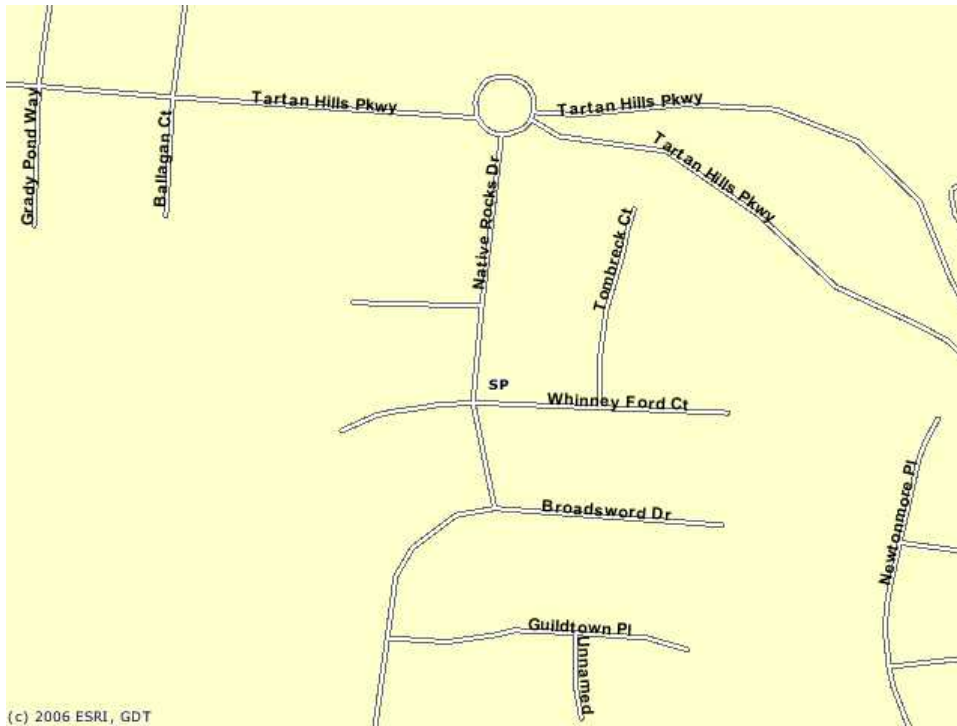
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## Pending Sales



## Map of Pending Sales



Subject Property (SP) - 9701 Native Rocks Drive, Bristow, VA - \$590,000







## Expired Listings

Subject Property								
Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	\$/Sqft DOM
9701 Native Rocks	2,540		Colonial	4	2.5	2 car		0
Expired Listings								
Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	\$/Sqft DOM
Average:								0





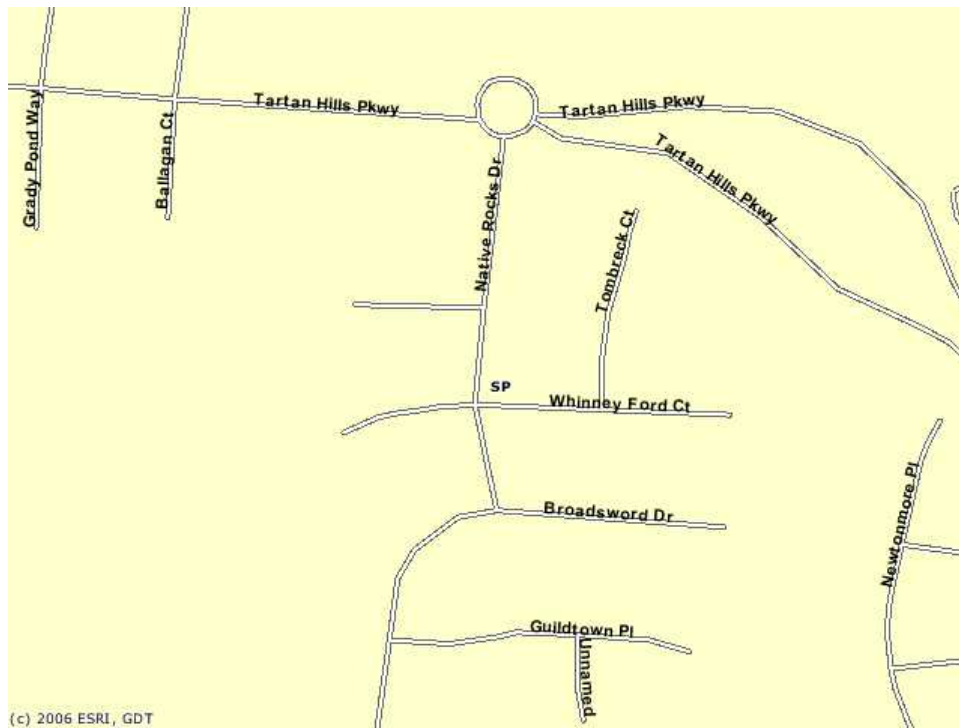
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## Expired Listings



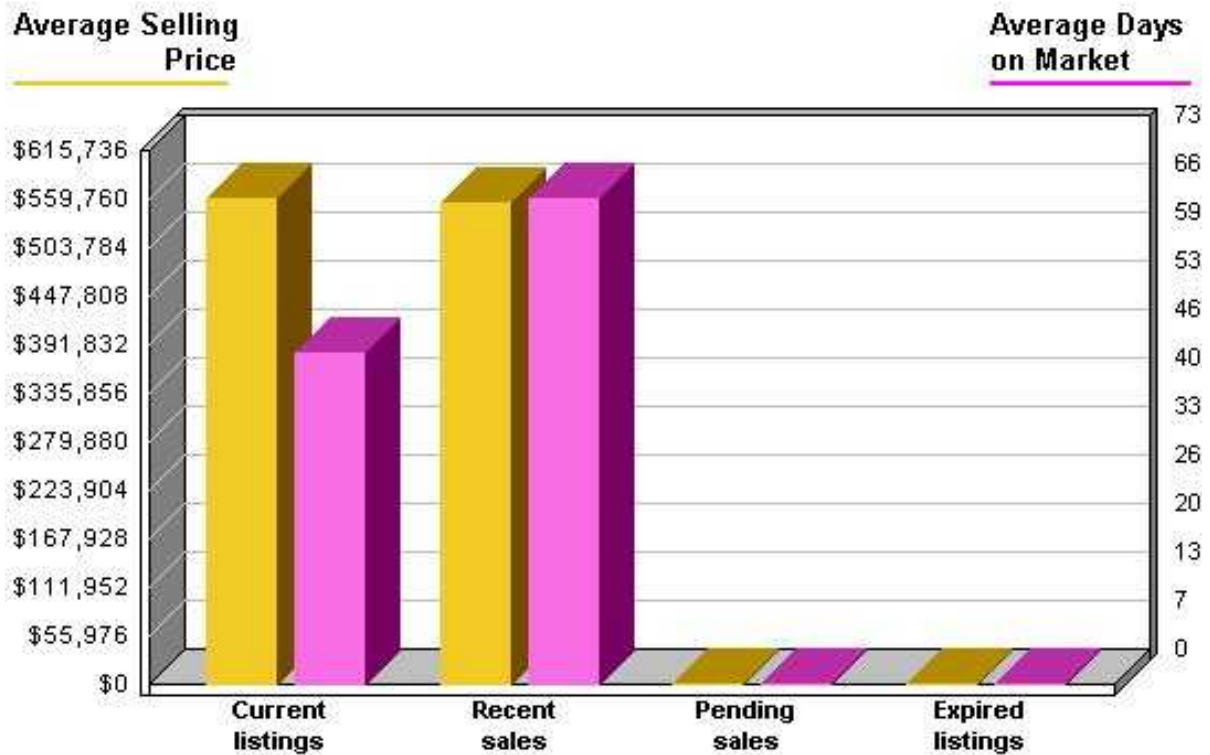
## Map of Expired Listings



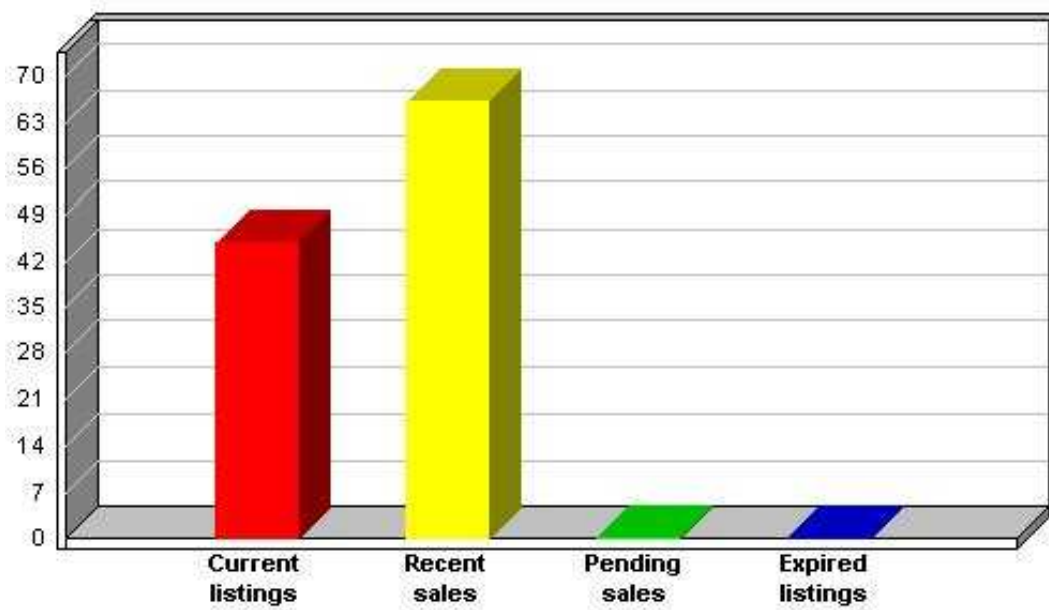
Subject Property (SP) - 9701 Native Rocks Drive, Bristow, VA - \$590,000



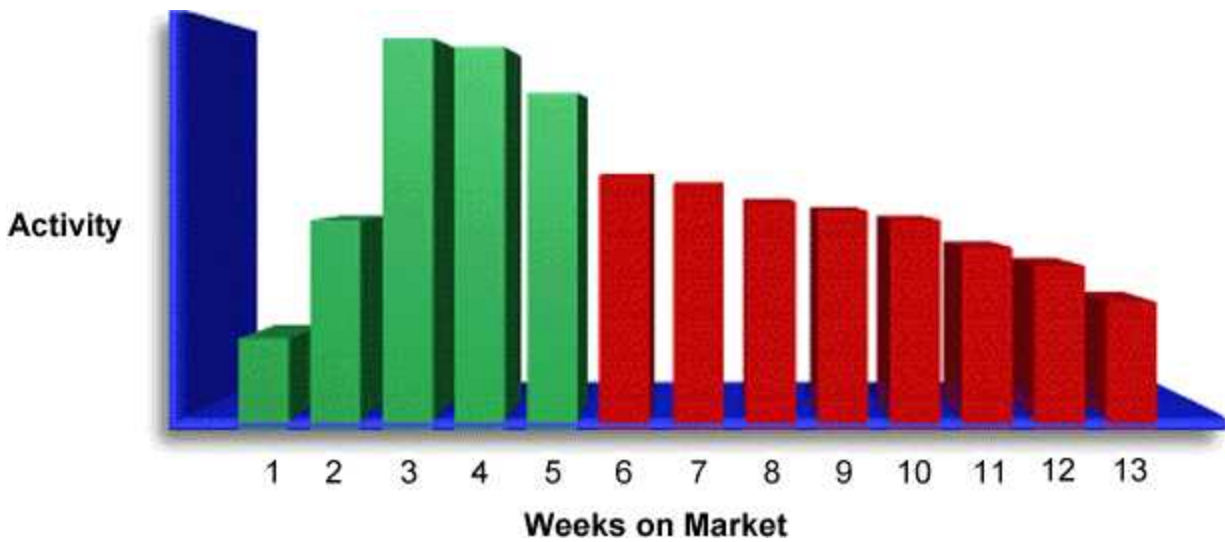
## Average Selling Price



## Average Days on Market



## Market Activity



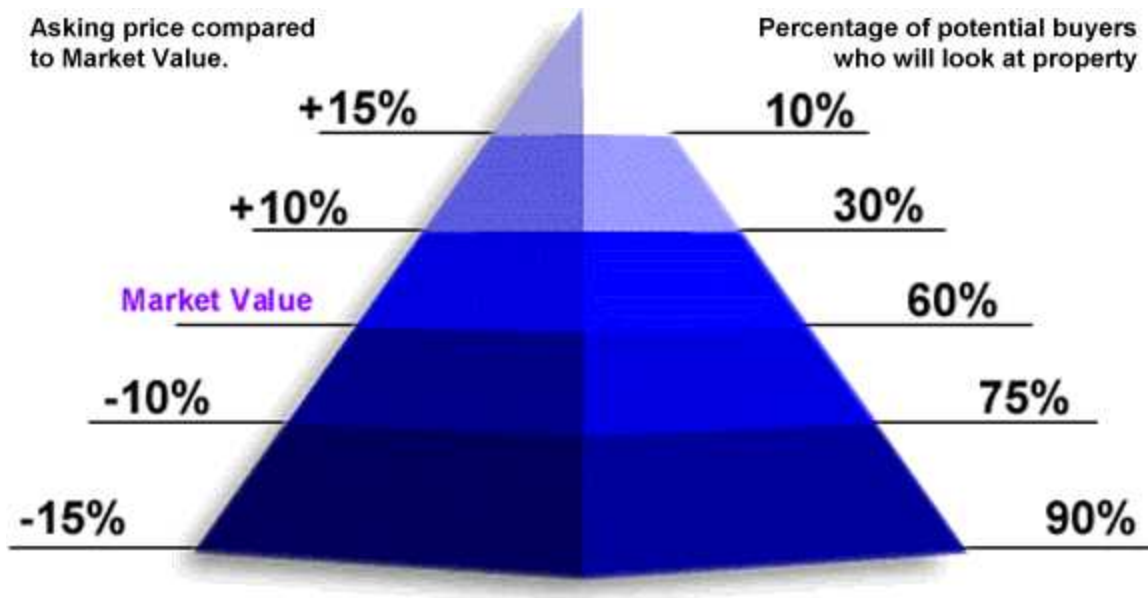
Well-priced properties generate immediate interest among agents and buyers.

If the price is too high, that excitement never happens.

Dropping the price later will not generate the same enthusiasm.



## Pricing Pyramid

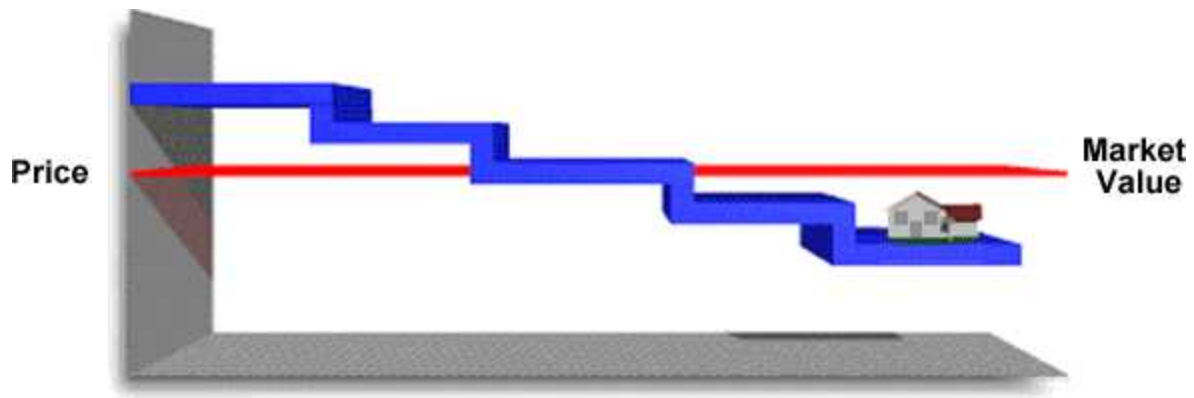


Properties priced too high attract fewer buyers, showings and offers.

Properties priced at market value generate more buyer interest.



## Consequences of Overpricing on Selling Time and Price



Buyers and Agents lose interest in properties that are priced too high.

To generate interest, the price might have to drop below the competition.



## Our Commitment to You

### 1) ACCURATE EVALUATION

The correct selling price of a home is the highest price that the market will bear. To assist you in determining the correct asking price we provide you with a comprehensive market analysis of comparable properties sold and offered for sale in your neighborhood.

### 2) PROFESSIONAL ADVICE

We will advise you of any necessary repairs and how you may best prepare your home for showing. You will be kept up to date on the state of the market, the sale of similar properties and any other factors which may affect the progress of the sale.

### 3) PROMOTION OF YOUR HOME TO OTHER REALTORS

The major selling points of your home will be distributed to other real estate firms throughout the community.

### 4) SIGNAGE

The highly respected Keller Williams advertises your property 24 hours a day.

### 5) NOTIFY PURCHASERS

We will use our advanced computer system to identify people who have been looking for homes in your neighborhood. They will be contacted and given the details of your property.

### 6) OPEN HOUSES

If appropriate, open houses will be arranged and held during reasonable hours.

### 7) ADVERTISING

We will advertise your home in appropriate publications and communicate our results to you.

### 8) PROGRESS REPORT

Every step in the sales effort will be documented. Our Progress Report will keep you up to date.

### 9) PRE-APPROVED MORTGAGES AND FINANCING GUIDANCE

We offer pre-approved mortgages which encourage buyers by letting them know the mortgage potential in advance. Your Keller Williams representative will provide professional financing guidance to both the buyer and the seller.

