COMPARATIVE MARKET ANALYSIS

DETERMINING THE ACCURATE MARKET VALUE OF YOUR PROPERTY

FERROW

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WHAT IS A CMA?

A Comparative Market Analysis (or CMA) is a report that realtors use to help determine the accurate value of your home. We use similar properties in your area that have been recently listed, sold or haven't sold at all. All of these give us insight into what your home could sell for in today's market with the current market conditions.

Our CMA will look at what makes your property unique or things that are either better in your home or make your home less desirable when compared to other properties that have sold. These things will affect the value of your home.

It is important to price your home well as when you price too high, your property could sit on the market for months. When a home is listed for more than 90 days, buyers can grow suspicious as to the reason why it hasn't sold yet, which drastically reduces interest and deters other prospective buyers. Having a home that is priced well will ideally attract a variety of buyers, which is why a CMA is so important.

There's no place like *your* home.

THE HOME

BEDROOMS

BATHROOMS

YEAR BUILT

GARAGE

STOREYS

TAXES

FRONTAGE

INTERSECTION

DEPTH

ASSESSED VALUE

SPECIAL FEATURES

THE AREA

WALK SCORE

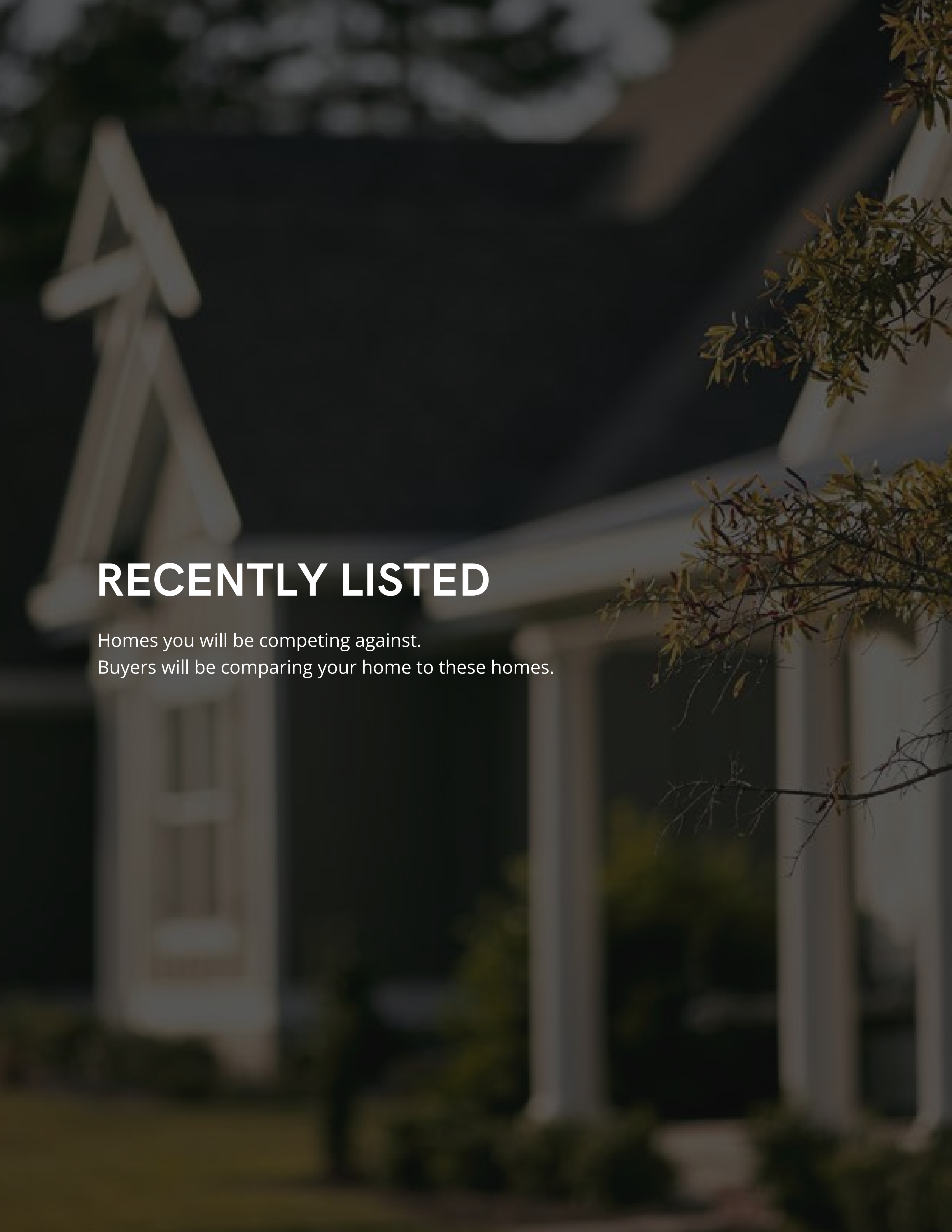
BIKE SCORE

TRANSIT SCORE

SCHOOLS

RESTAURANTS

SHOPS



RECENTLY LISTED

Homes you will be competing against.
Buyers will be comparing your home to these homes.




STATUS

LIST PRICE

SQFT

SOLD PRICE

CONT DATE

YEAR BUILT

AREA

DOM

TYPE

STYLE

EXTERIOR

BEDS

BATHS

PARK

HEATING

WATER

LEVELS

FLOORS

AVERAGE PRICE:

EXPIRED LISTINGS

These will shed light on what might keep your home from selling.

STATUS

LIST PRICE

SQFT

SOLD PRICE

CONT DATE

YEAR BUILT

AREA

DOM

TYPE

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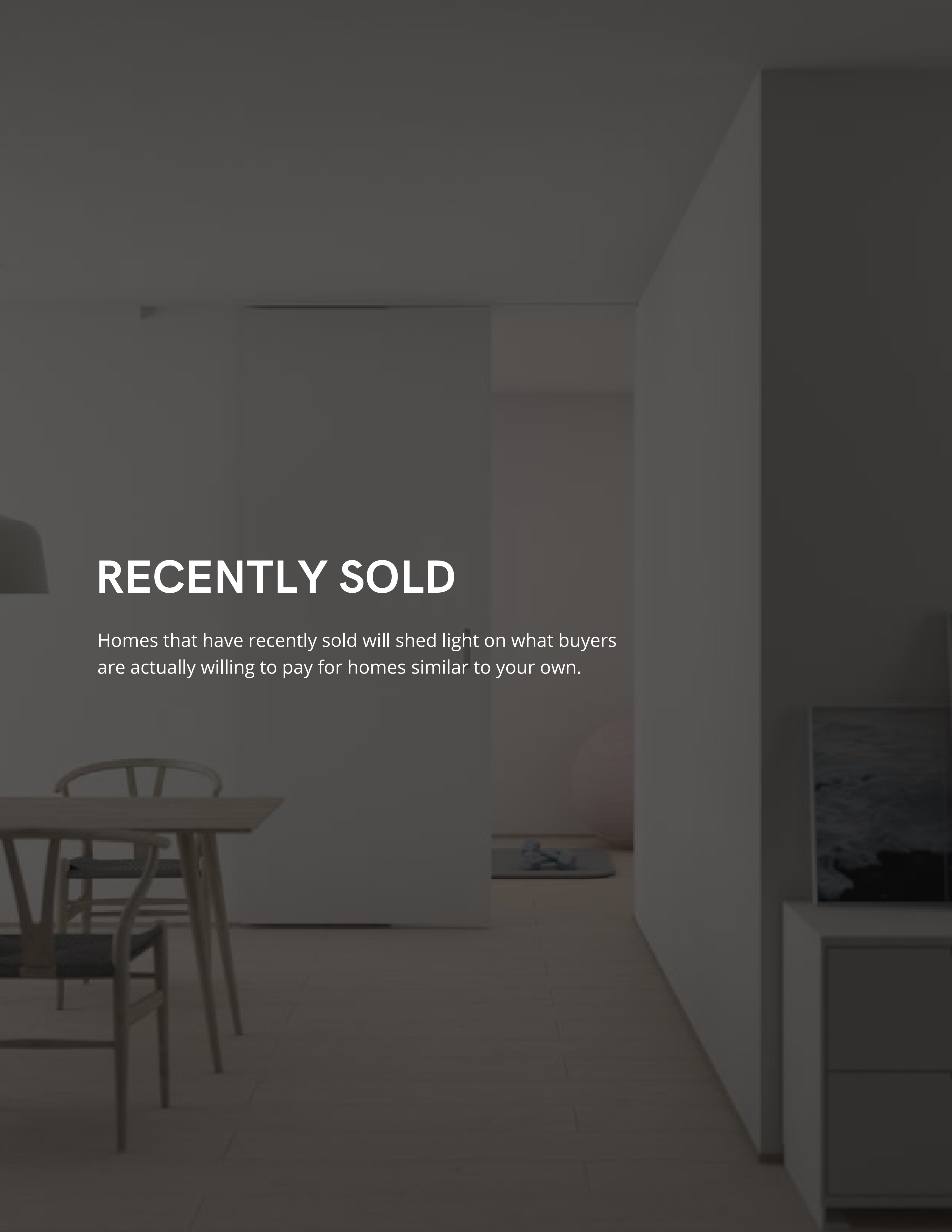
AVERAGE PRICE:



RECENTLY SOLD

Homes that have recently sold will shed light on what buyers are actually willing to pay for homes similar to your own.

STATUS
LIST PRICE
SQFT
SOLD PRICE
CONT DATE
YEAR BUILT

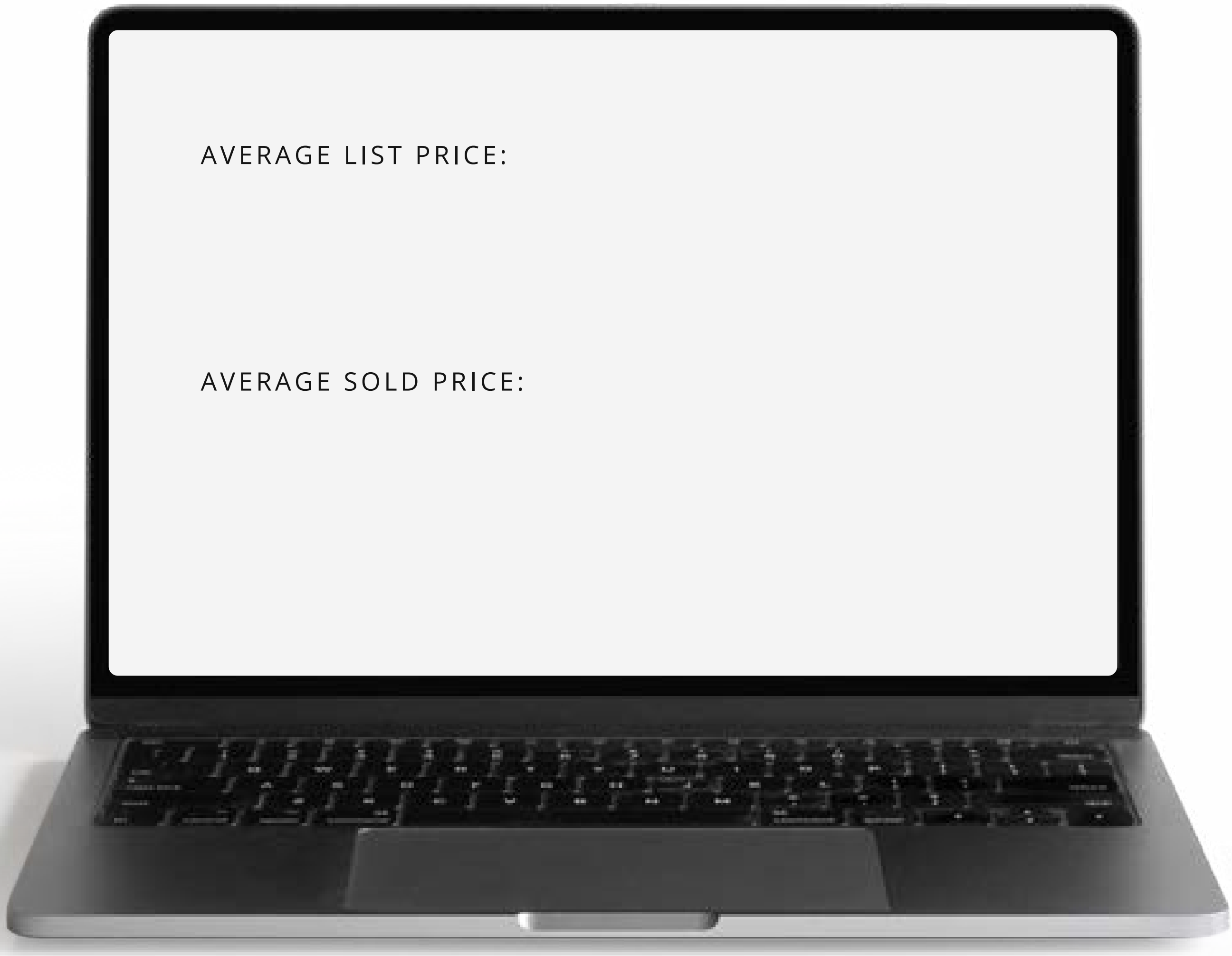
AREA
DOM
TYPE
STYLE
EXTERIOR

BEDS
BATHS
PARK

HEATING
WATER
LEVELS
FLOORS

AVERAGE PRICE:

REVIEW



HOW TO PRICE YOUR HOME

Pricing your home right means taking a variety of things into consideration:

- Past sales for comparable homes.
- Active listings that your buyers will compare your listing to.
- Condition of the home to account for renovations made and/or required.
- Current market conditions and whether it's a buyer's market, seller's market or balanced.

BUYER'S MARKET

OCCURS WHEN:

- A buyer’s market occurs when supply exceeds demand.
- Typically, sellers will drop their asking prices to gain an advantage in the market.

SELLER'S MARKET

OCCURS WHEN:

- A seller’s market arises when demand exceeds supply.
- Since there are fewer homes available, sellers are at an advantage.

In a balanced market, supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for a typical length of time.

RECOMMENDED LISTING PRICE:

RECOMMENDED SELLING PRICE:

PROFIT PRICING

Let's take a closer look at your selling costs and profit.

SELLING PRICE

COMMISSION

TAXES

LAWYER'S FEE

STAGING

REPAIRS

MISC

TOTAL FEES

BALANCE OF PROFIT

BALANCE OF MORTGAGE

NET PROFIT ON CLOSING

SELLING PLAN

Preparing for your listing in advance is a great idea. If you have a timeline on went you want your house to be listed on the market, you may want to consider the amount of time it takes to prepare for that - in and through staging and creating content, all the way through to listing.

4 DAYS

PREP HOUSE & LISTING AGREEMENT

While you are preparing your house to be listed, you may prepare your listing agreement simultaneously. The listing agreement typically takes 1 day.

4 DAYS

SCHEDULE THIRD PARTY PROVIDERS

At this point we will be getting in touch with cleaners, staging partners and finally reach out to content creators and print houses for marketing materials.

1 DAY

LEVERAGE LOCAL BUYERS & LIST

Once we get your property cleaned, staged and have some content ready to go, we'll launch a campaign and leverage our network for additional leads.

SELLER'S CHECKLIST

GENERAL MAINTENANCE

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

HOME CLEANING

- [ ] Shampoo carpets
- [ ] Clean furnace, tubs and all appliances (washer, dryer, fridge and stove)
- [ ] Clean and freshen bathrooms

TIDY, PREP & CURB APPEAL

- [ ] Clean and tidy entrance, make sure the doorbell is functioning
- [ ] Paint doors, railings, and so on (as necessary)
- [ ] Cut lawns, trim shrubs, remove weeds and edge the garden
- [ ] Clear walkway of leaves and repair gutters and eaves
- [ ] Touch up exterior paint (as necessary)

EXTRA TOUCHES

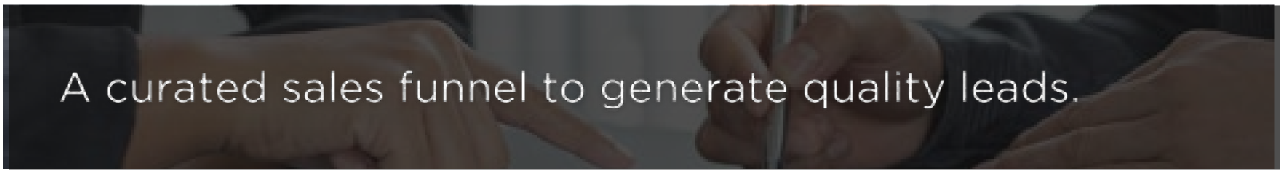
- [ ] Be absent during showings and keep pets outdoors
- [ ] Turn on all lights and light the fireplace
- [ ] Open drapes in the daytime
- [ ] Play quiet background music

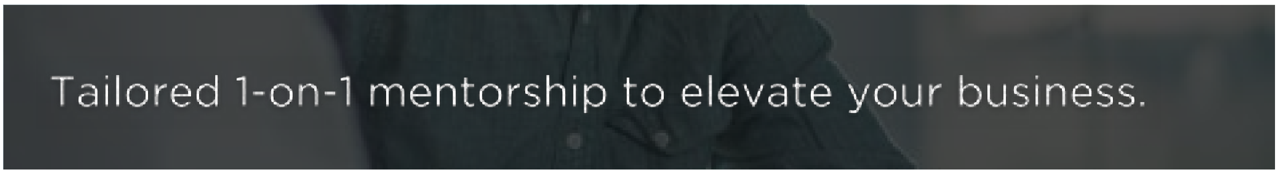
THE FERROW ADVANTAGE

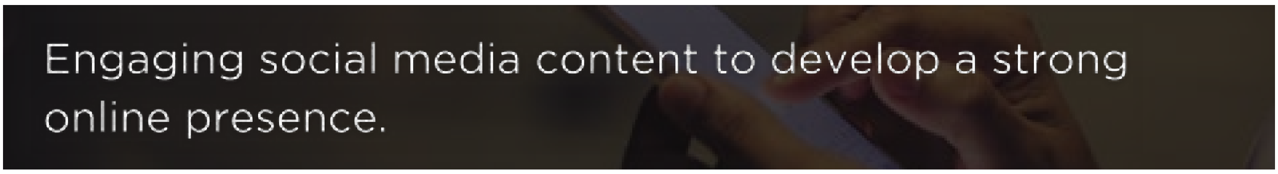
Since our launch, our goal has been to empower agents with a supportive, inclusive and collaborative environment that encourages ongoing learning and career growth across every aspect of real estate.

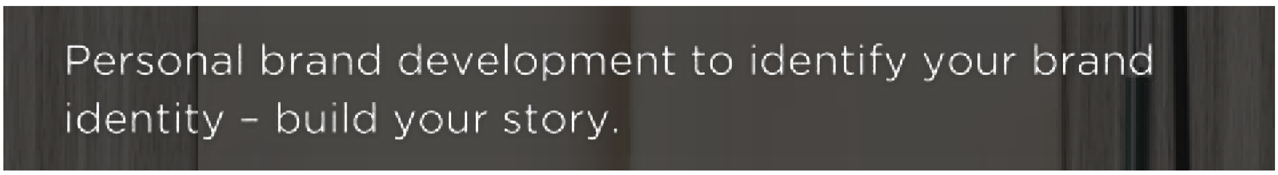
Today, Ferrow Real Estate Inc. is a full-service brokerage that offers end-to-end marketing and sales services for preconstruction, luxury, residential resale and commercial transactions. Our organization is the first to successfully take full-service to a whole new level by bridging together every vertical of real estate, and to offer opportunities in each vertical for our agents.

FERROW AGENTS GET:









FERROW

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