



# THE COMPARATIVE MARKET ANALYSIS (CMA)

How much is your home worth? Should you ask for more?  
How long will it take to sell?

We will help provide the answers to these and many other questions by completing a Comparative Market Analysis (CMA) which takes into account all the variables that may affect the value and marketability of your home. Some of the factors we consider:

## COMPARABLE PROPERTY DATA

Research of similar homes currently on the market, as well as recent sales and expired listings, help determine your home's fair market value.

## MARKET CONDITIONS AND COMPETITION

Economic outlook and seasonal trends, as well as the number of competitive homes on the market, can affect demand for your home.

## MORTGAGE CONDITIONS AND OUTLOOK

Interest rates and anticipated movement up or down affect the size of your prospect pool.

## LOCATION

Proximity to schools, parks, shopping and transit can play a significant role in determining your listing price.

## APPEARANCE

Yes, looks do count. You only have one chance to make a good first impression.

It's important to note that the CMA process doesn't end there. We'll continue to monitor competitive activity and market conditions until the day your home sells.

Contact us to request your Competitive Market Analysis Report.