



Comparative Market Analysis

Prepared for
**ROBERT and CAROLINE
SMITH**

For property at
1718 HILLSIDE DRIVE



TONY GONZALEZ, MBA
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August 24, 2006

ROBERT and CAROLINE SMITH
1718 HILLSIDE DR FL 33610
TAMPA,, FL 33610

Dear ROBERT and CAROLINE SMITH,

I appreciate the opportunity to provide you with a Comparative Market Analysis for your property. Prepared exclusively for you, this analysis contains a summary of the recent real estate transactions in your area for properties that are similar to yours. While none of the properties included in this analysis is exactly like yours, they do provide a good basis by which to compare your property with the 'competition'.

The following pages contain descriptions of each property whether it is currently available for sale, recently sold, or was listed but did not sell. A short description of each property is provided, followed by a summary table of each property's key features, which allows you to easily compare the features of your property with others in your area.

Your property may have special features or improvements that could substantially affect the price range in which it should be listed. We will discuss pricing in more detail after you have had a chance to review the enclosed information.

Please give me a call if you have any questions or would like any additional information. I look forward to working with you and selling your property quickly.

Sincerely,

TONY GONZALEZ, MBA
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Marketing Plan



Prepared for **ROBERT and CAROLINE SMITH**

To assure you that your property is marketed to its fullest potential and to obtain the highest possible market value, I have a detailed and effective marketing strategy.

- Carefully evaluate your home and its competition and current market conditions
- Prepare a Comparative Market Analysis to establish fair market value
- Prepare listing contract
- Prepare seller disclosure statement
- Enter listing in the MLS system
- Take photos of property
- Place For Sale Sign on property
- Place lock box on property, if needed
- Inform each agent in my brokerage of this new listing
- Schedule property for Office and MLS tours
- Prepare and submit advertisement to newspaper
- Make listing available to internet web sites
- Hold open houses
- Arrange showings for other agents
- Pre-qualify potential buyers
- Review list price based on agent feedback and market condition
- Provide a weekly market activity report
- Present and review all offers with you
- Negotiate the transaction on your behalf
- Finalize the closing
- Provide references for qualified moving and relocation services

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Subject Property

Prepared for ROBERT and CAROLINE SMITH

1718 HILLSIDE DRIVE



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Comparative Market Summary - Solds

ML #	Status	#Beds	#Baths: F/H	SqFt	YrBlt	List Price	Sale Pr.	DOM
<u>1709 HILLSIDE DR, TAMPA 33610</u>								
#T2156239	SLD	3	2	862	1947	\$124,000	\$124,000	03/31/06
Subdivision: RIVERBEND MANOR						LP/SFT: \$143.85	SP/SFT: \$143.85	7
<u>1712 HILLSIDE DR, TAMPA 33610</u>								
#R4584623	SLD	3	2 / 0	1,146	1962	\$169,900	\$179,900	04/18/06
Subdivision: RIVERBEND MANOR						LP/SFT: \$148.25	SP/SFT: \$156.98	33
<u>6814 LYMAN STREET, TAMPA 33610</u>								
#T2118087	SLD	3	2 / 0	1,281	2005	\$177,500	\$177,500	02/13/06
Subdivision: RIVERBEND MANOR						LP/SFT: \$138.56	SP/SFT: \$138.56	159
<u>1507 E DIANA ST, TAMPA 33610</u>								
#T2132546	SLD	3	2 / 0	1,540	1949	\$179,000	\$179,000	04/27/06
Subdivision: RIVERBEND MANOR						LP/SFT: \$116.23	SP/SFT: \$116.23	149
<u>6920 N 17TH ST, TAMPA 33610</u>								
#T2118401	SLD	3	2	1,688	1947	\$289,000	\$275,000	01/06/06
Subdivision: RIVERBEND MANOR						LP/SFT: \$171.21	SP/SFT: \$162.91	120
<u>1807 E PARK CR, TAMPA 33610</u>								
#T2149165	SLD	3	2	1,438	1985	\$289,900	\$280,000	04/07/06
Subdivision: RIVERBEND MANOR						LP/SFT: \$201.60	SP/SFT: \$194.71	43




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Total Listings: 6	Total SqFt	List Price	Sale Price	DOM
Average:	1,326	\$204,883	\$202,567	85
Minimum:	862	\$124,000	\$124,000	7
Maximum:	1,688	\$289,900	\$280,000	159
Median:	1,360	\$178,250	\$179,450	82

These properties are your competition. A potential purchaser will compare your home to homes similar to these when trying to decide which to buy. Take a look at these homes, if only on paper. Try to be objective and ask yourself, "Which home is the best value?" Is it yours? If not, these other homes may sell before yours. But don't forget that the "List Prices" of these homes represent what the sellers WANT for their home, not necessarily what they are really going to get if they sell their home. So when setting the price of your home, don't simply look at the LIST PRICE of the other comparable homes, look at the SALE PRICE of comparable homes to yours that actually SOLD!




Comparative Homes

	 1718 HILLSIDE DRIVE	 1703 E ESCORT AV	 6812 LYMAN AVE
Address	1718 HILLSIDE DRIVE	1703 E ESCORT AV	6812 LYMAN AVE
Ref #		T2133585	T2161391
Subdivision	RIVERBEND MANOR	RIVERBEND MANOR	RIVERBEND MANOR
List Price		\$209,000	\$217,900
Low Price			
Status		Active	Active
Grid		WM12	WM12
Property Style	Single Family Home	Single Family Home	Single Family Home
Unit #			
Condo Bldg			
Make/Model			
Size (Mobile Home)			Single
Year Built	1963	1982	2006
SqFt Heated	1,726	1,424	1,300
Bedrooms	2	3	3
Baths Full/Half	1	2 / 0	2
Additional Rooms			Inside Utility
Lot Dimensions	88 X 134	54X126	50X125
Taxes		\$3,019	\$0
Tax Year		2005	2005
Homestead	Y	N	
Heating & Fuel		Central	Central, Fuel - Electric
Air Conditioning		Central	Central
Pool Y/N - Type	Y / In Ground	N	N
Water Type			
Water Name			
Water Extras			
Prop. Desc.	One Story	One Story	
Interior		Blinds/Shades, Washer/Dryer Hookup	
Floor Covering		Ceramic Tile	Vinyl
Fireplace			
Windows			
Appliances		Dishwasher	Disposal
Exterior Features		Mature Landscaping	Trees/Landscaped
Garage/Carport		1 Car Garage	2 Car Garage
Location		Corner Lot	In City Limits
Front Exposure		East	
Community Features			
Sold Price			
\$LP/SF		\$146.77	\$167.62
\$SP/SF			
SP/\$LP Ratio	--	--	--
Sold Date			
DTC			


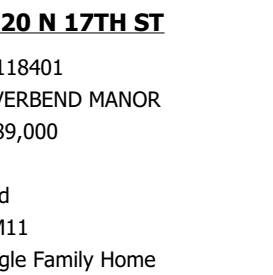

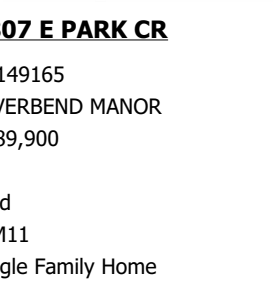

Comparative Homes

			
Address	<u>6808 N 17TH ST</u>	<u>1500 HILLSIDE DR</u>	<u>1709 HILLSIDE DR</u>
Ref #	T2161925	T2161422	T2156239
Subdivision	RIVERBEND MANOR	RIVERBEND MANOR	RIVERBEND MANOR
List Price	\$235,000	\$144,000	\$124,000
Low Price			
Status	Active	Pending	Sold
Grid	WM12	WM11	WM12
Property Style	Single Family Home	Single Family Home	Single Family Home
Unit #			
Condo Bldg			
Make/Model			
Size (Mobile Home)			
Year Built	1984	1945	1947
SqFt Heated	1,672	956	862
Bedrooms	3	3	3
Baths Full/Half	3	2	2
Additional Rooms			
Lot Dimensions			
Taxes	\$2,818	\$1,681	\$1,341
Tax Year	2005	2005	2005
Homestead			
Heating & Fuel			
Air Conditioning			
Pool Y/N - Type	N	N	N
Water Type			
Water Name			
Water Extras			
Prop. Desc.	One Story		
Interior			
Floor Covering	Vinyl		
Fireplace			
Windows			
Appliances	Dishwasher		
Exterior Features	Fenced		
Garage/Carport	None		
Location	Corner Lot	In City Limits	Street Paved
Front Exposure			
Community Features			
Sold Price			\$124,000
\$LP/SF	\$140.55	\$150.63	\$143.85
\$SP/SF			\$143.85
SP/\$LP Ratio	--	--	100.00%
Sold Date			03/31/06
DTC		30	4

Comparative Homes

			
Address	<u>1712 HILLSIDE DR</u>	<u>6814 LYMAN STREET</u>	<u>1507 E DIANA ST</u>
Ref #	R4584623	T2118087	T2132546
Subdivision	RIVERBEND MANOR	RIVERBEND MANOR	RIVERBEND MANOR
List Price	\$169,900	\$177,500	\$179,000
Low Price			
Status	Sold	Sold	Sold
Grid	WM12	WM12	WM11
Property Style	Single Family Home	Single Family Home	Single Family Home
Unit #			
Condo Bldg			
Make/Model		Allstate - Hannah Built	
Size (Mobile Home)			
Year Built	1962	2005	1949
SqFt Heated	1,146	1,281	1,540
Bedrooms	3	3	3
Baths Full/Half	2 / 0	2 / 0	2 / 0
Additional Rooms	Inside Utility		Florida Room
Lot Dimensions	63x122	50X125	81x115
Taxes	\$626	\$2,400	\$2,132
Tax Year	2005	2005	2004
Homestead	N	N	N
Heating & Fuel	Central	Central	Central
Air Conditioning	Central	Central	Central
Pool Y/N - Type	N	N	N
Water Type			
Water Name			
Water Extras			
Prop. Desc.		One Story	One Story
Interior	Blinds/Shades, Ceiling Fan(s)		
Floor Covering	Ceramic Tile	Vinyl	Wall to Wall Carpet
Fireplace			Wood Burning Fireplace
Windows			
Appliances	Dishwasher		
Exterior Features	Utility Shed		Detached In-Law Apt
Garage/Carport	None	1 Car Garage	None
Location	Street Paved	Close to Bus Line	Close to Bus Line
Front Exposure	South	East	North
Community Features		None	
Sold Price	\$179,900	\$177,500	\$179,000
\$LP/SF	\$148.25	\$138.56	\$116.23
\$SP/SF	\$156.98	\$138.56	\$116.23
SP/\$LP Ratio	105.89%	100.00%	100.00%
Sold Date	04/18/06	02/13/06	04/27/06
DTC	14	134	121

Comparative Homes

	 	 	
Address	<u>6920 N 17TH ST</u>	<u>1807 E PARK CR</u>	<u>1718 HILLSIDE DRIVE</u>
Ref #	T2118401	T2149165	
Subdivision	RIVERBEND MANOR	RIVERBEND MANOR	RIVERBEND MANOR
List Price	\$289,000	\$289,900	
Low Price			
Status	Sold	Sold	
Grid	WM11	WM11	
Property Style	Single Family Home	Single Family Home	Single Family Home
Unit #			
Condo Bldg			
Make/Model			
Size (Mobile Home)			
Year Built	1947	1985	1963
SqFt Heated	1,688	1,438	1,726
Bedrooms	3	3	2
Baths Full/Half	2	2	1
Additional Rooms			
Lot Dimensions	156x115	68x95	88 X 134
Taxes	\$2,645	\$1,422	
Tax Year	2004	2005	
Homestead			Y
Heating & Fuel	Central	Central	
Air Conditioning	Central	Central	
Pool Y/N - Type	N	N	Y / In Ground
Water Type		PondRiver	
Water Name			
Water Extras			
Prop. Desc.	One Story	Two Story	One Story
Interior	Blinds/Shades, Ceiling Fan(s)	Cathedral/Vaulted Ceiling, Ceiling Fan(s)	
Floor Covering	Ceramic Tile	Wood	
Fireplace		Wood Burning Fireplace Family Roo	
Windows			
Appliances	Dishwasher	Dishwasher	
Exterior Features	Mature Landscaping	Mature Landscaping	
Garage/Carport	None	1 Car Garage	
Location	Corner Lot	Close to Bus Line	
Front Exposure	East		
Community Features		None	
Sold Price	\$275,000	\$280,000	
\$LP/SF	\$171.21	\$201.60	
\$SP/SF	\$162.91	\$194.71	
SP/\$LP Ratio	95.16%	96.59%	--
Sold Date	01/06/06	04/07/06	
DTC	91	8	



Comparable Property Location

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Comparable Address	# Beds	SqFt	Days on Market	List Price	Sale Price
1703 E ESCORT AV	3			\$209,000	
6812 LYMAN AVE	3			\$217,900	
6808 N 17TH ST	3			\$235,000	
1500 HILLSIDE DR	3			\$144,000	
1709 HILLSIDE DR	3		7	\$124,000	\$124,000
1712 HILLSIDE DR	3		33	\$169,900	\$179,900
6814 LYMAN STREET	3		159	\$177,500	\$177,500
1507 E DIANA ST	3		149	\$179,000	\$179,000
6920 N 17TH ST	3		120	\$289,000	\$275,000
1807 E PARK CR	3		43	\$289,900	\$280,000
1718 HILLSIDE DRIVE	2				

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Price Adjustments

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Address:	<u>1718 HILLSIDE DRIVE</u>	<u>1703 E ESCORT AV</u>	<u>6812 LYMAN AVE</u>	<u>6808 N 17TH ST</u>
Status:		ACT	ACT	ACT
List Price:		\$209,000	\$217,900	\$235,000
Sale Price:				
Bedrooms:	2	3	3	3
Square Ft:				
LP/SqFt:				
SP/SqFt:				
Adjustment 1:				
+/- Amount:				
Adjustment 2:				
+/- Amount:				
Adjustment 3:				
+/- Amount:				
Adjustment 4:				
+/- Amount:				
Adjustment 5:				
+/- Amount:				
Adjustment 6:				
+/- Amount:				
Adjustment 7:				
+/- Amount:				
Adjustment 8:				
+/- Amount:				
Total:	\$0	\$0	\$0	\$0
Adjusted List Pr:		\$209,000	\$217,900	\$235,000
Adjusted Sale Pr:				
Notes:				

Information provided is reliable but not guaranteed.



Price Adjustments

Prepared for ROBERT and CAROLINE SMITH

Address:	<u>1507 E DIANA ST</u>	<u>6920 N 17TH ST</u>	<u>1807 E PARK CR</u>	<u>1718 HILLSIDE DRIVE</u>
Status:	SLD	SLD	SLD	
List Price:	\$179,000	\$289,000	\$289,900	
Sale Price:	\$179,000	\$275,000	\$280,000	
Bedrooms:	3	3	3	2
Square Ft:				
LP/SqFt:				
SP/SqFt:				

Adjustment 1:

+/- Amount:

Adjustment 2:

+/- Amount:

Adjustment 3:

+/- Amount:

Adjustment 4:

+/- Amount:

Adjustment 5:

+/- Amount:

Adjustment 6:

+/- Amount:

Adjustment 7:

+/- Amount:

Adjustment 8:

+/- Amount:

Total:	\$0	\$0	\$0	\$0
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Adjusted List Pr:	\$179,000	\$289,000	\$289,900	
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Adjusted Sale Pr:	\$179,000	\$275,000	\$280,000	
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Notes:

Information provided is reliable but not guaranteed.

Pricing Your Property



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General Facts About Pricing...

There are certain factors that are within our control and some factors beyond our control when it comes to setting the price. Those factors within our control are: the appearance of the property, how aggressively we market the property and the price. Factors outside our control are: location of property, size and local amenities. It's important to accept those factors that are beyond our control and focus on the pricing and preparation.

A property priced at market value will attract more buyers than a home priced above market value. Consider that a competitively priced property will also attract a greater number of potential buyers and increase your opportunity for a quick sale.

Market Statistics...

Sell Price Statistics

Average Price: \$202,600
High Price: \$280,000
Median Price: \$178,300
Low Price: \$124,000

Sell Price Per Sq. Ft. Statistics

Average Price/Sq Ft:	\$152.21 x 1,726	\$262,700
High Price/Sq Ft:	\$194.71 x 1,726	\$336,100
Median Price/Sq Ft:	\$127.40 x 1,726	\$219,900
Low Price/Sq Ft:	\$116.23 x 1,726	\$200,600

Figures are based on selling price after adjustments, and rounded to the nearest \$100.

Summary...

Analysis of the selected comparable properties suggest similar properties are selling in the price range of:

\$124,000 to \$280,000

Recommend Price: \$202,600

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Estimated Seller's Net Proceeds

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Address: 1718 HILLSIDE DRIVE

August 24, 2006

Estimated Sale Price: \$202,600

1st Mortgage Balance:

2nd Mortgage Balance:

Total Seller's Mortgage:

Buyer's Downpayment:

Buyer's Total Mortgage:

Seller's Expenses

Figures are estimates only, not a guarantee, and are subject to change.

Doc Stamps on Deed:

Marketing Fee:

Contribution to Closing Costs:

Inspection Fee:

Total Estimated Seller Expenses: \$0

Estimated Sale Price: \$202,600

Less Estimated Seller Expenses: \$0

Less Sellers Mortgage:

Estimated Net Proceeds: \$202,600

Seller:

Date:

Seller:

Date:

Agent:

Date:



Preparing Your Home

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Exterior

The condition of your home's exterior is most important when it comes to buyer appeal.

- House number should be easy to read
- Lights on timers to ensure house is lit up after sunset
- Eaves troughs, and down spouts in good repair
- Garage/car port clean and tidy
- Litter picked up
- Cracked or broken window panes replaced
- Doorbell and door hardware in good repair
- Touch up trim paint on doors, window frames, fascia, etc.
- Mow, edge and weed the lawn frequently until the home is sold.
- Overgrown shrubbery should be cut back to show as much of the exterior as possible.
- A low-cost investment in seasonal flowers or ground cover will add a personal touch.
- Inspect the roof for necessary repairs and any visible broken shingles or tiles.
- Stucco water stains can be repaired using a mild bleaching agent.
- Fences should be mended and painted.
- Wash all windows inside and outside.

Interior

Warm and welcoming!

- Lights should be on and drapes should be left open during daylight
- Heat set at a comfortable temperature
- Fresh flowers/plants in various rooms
- Chipped plaster and paint touched up and repaired
- Doors and cupboards properly closed
- Leaky taps and toilets repaired
- Burned out light bulbs replaced
- Squeaky doors oiled
- Mirrors, fixtures, and taps cleaned and polished
- Seals around tubs and basins in good repair
- Floors cleaned, garbage containers emptied
- Inside of closets and cupboards neat and tidy
- Valuable property, out of reach, out of sight, or locked away
- Pets absent, where possible, or contained during showings
- All torn screens should be repaired or replaced.
- Avoid repainting the entire house unless current colors are very loud or offbeat.
- White or light pastels are the easiest to work with and they make your rooms look larger.
- Fireplace lit in cooler weather
- Air conditioner turned on in warm weather
- Countertops neat and polished
- Appliances cleaned
- Inside of closets and cupboards neat and tidy