



# Comparable Market Analysis

To establish top market value of



1101 S. Winchester Blvd, San Jose, CA 95128

Prepared by Glenn Agent  
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Prepared for John Smith

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## Contents

- Introduction
- Why Use A Realtor
- About GlennsWebsite.com
- About Company
- Comparable Properties
- Comparable Properties on Map
- Number of Days On Market
- List Price vs. Sale Price
- Window of Opportunity Graph
- Where Buyers Come From
- GlennsWebsite.com by Glenn Zabal Marketing Plan
- Preparing Your Home
- Conclusion



## Introduction

John Smith  
1101 S. Winchester Blvd  
San Jose, CA 95128

Dear John,

Thank you for the opportunity to allow me to assist in the sale of your home.

In order to help you make the most appropriate decision with regards to pricing and marketing, I have prepared a Comparable Market Analysis for your home at 1101 S. Winchester Blvd, San Jose, CA 95128. This analysis will help you determine the most appropriate pricing strategy to get your home sold for top dollar. In addition, I have also enclosed some information about me, my company, and about the services we provide to assist you in selling your home quickly and with the least amount of inconvenience.

I am looking forward to helping market and sell your home and ultimately achieving your goals. If you have any questions, please do not hesitate to contact me by phone (800) 743-5820 or email [glenn@website.com](mailto:glenn@website.com).

Thank you,

Glenn Agent



## Why Use A Realtor

All real estate licensees are not the same. Only real estate licensees who are members of the NATIONAL ASSOCIATION OF REALTORS® are properly called REALTORS®. They proudly display the REALTOR "®" logo on the business card or other marketing and sales literature. REALTORS® are committed to treat all parties to a transaction honestly. REALTORS® subscribe to a strict code of ethics and are expected to maintain a higher level of knowledge of the process of buying and selling real estate. An independent survey reports that 84% of home buyers would use the same REALTOR® again.

Real estate transactions involve one of the biggest financial investments most people experience in their lifetime. Transactions today usually exceed \$100,000. If you had a \$100,000 income tax problem, would you attempt to deal with it without the help of a CPA? If you had a \$100,000 legal question, would you deal with it without the help of an attorney? Considering the small upside cost and the large downside risk, it would be foolish to consider a deal in real estate without the professional assistance of a REALTOR®.

But if you're still not convinced of the value of a REALTOR®, here are a dozen more reasons to use one:

1. Your REALTOR® can help you determine your buying power -- that is, your financial reserves plus your borrowing capacity. If you give a REALTOR® some basic information about your available savings, income and current debt, he or she can refer you to lenders best qualified to help you. Most lenders -- banks and mortgage companies -- offer limited choices.
2. Your REALTOR® has many resources to assist you in your home search. Sometimes the property you are seeking is available but not actively advertised in the market, and it will take some investigation by your agent to find all available properties.
3. Your REALTOR® can assist you in the selection process by providing objective information about each property. Agents who are REALTORS® have access to a variety of informational resources. REALTORS® can provide local community information on utilities, zoning, schools, etc. There are two things you'll want to know. First, will the property provide the environment I want for a home or investment? Second, will the property have resale value when I am ready to sell?
4. Your REALTOR® can help you negotiate. There are myriad negotiating factors, including but not limited to price, financing, terms, date of possession and often the inclusion or exclusion of repairs and furnishings or equipment. The purchase agreement should provide a period of time for you to complete appropriate inspections and investigations of the property before you are bound to complete the purchase. Your agent can advise you as to which investigations and inspections are recommended or required.
5. Your REALTOR® provides due diligence during the evaluation of the property. Depending on the area and property, this could include inspections for termites, dry rot, asbestos, faulty structure, roof condition, septic tank and well tests, just to name a few. Your REALTOR® can assist you in finding qualified responsible professionals to do most of these investigations and provide you with written reports. You will also want to see a preliminary report on the title of the property. Title indicates ownership of property and can be mired in confusing status of past owners or rights of access. The title to most properties will have some limitations; for example, easements (access rights) for utilities. Your REALTOR®, title company or attorney can help you resolve issues that might cause problems at a later date.



6. Your REALTOR® can help you in understanding different financing options and in identifying qualified lenders.

7. Your REALTOR® can guide you through the closing process and make sure everything flows together smoothly.

8. When selling your home, your REALTOR® can give you up-to-date information on what is happening in the marketplace and the price, financing, terms and condition of competing properties. These are key factors in getting your property sold at the best price, quickly and with minimum hassle.

9. Your REALTOR® markets your property to other real estate agents and the public. Often, your REALTOR® can recommend repairs or cosmetic work that will significantly enhance the salability of your property. Your REALTOR® markets your property to other real estate agents and the public. In many markets across the country, over 50% of real estate sales are cooperative sales; that is, a real estate agent other than yours brings in the buyer. Your REALTOR® acts as the marketing coordinator, disbursing information about your property to other real estate agents through a Multiple Listing Service or other cooperative marketing networks, open houses for agents, etc. The REALTOR® Code of Ethics requires REALTORS® to utilize these cooperative relationships when they benefit their clients.

10. Your REALTOR® will know when, where and how to advertise your property. There is a misconception that advertising sells real estate. The NATIONAL ASSOCIATION OF REALTORS® studies show that 82% of real estate sales are the result of agent contacts through previous clients, referrals, friends, family and personal contacts. When a property is marketed with the help of your REALTOR®, you do not have to allow strangers into your home. Your REALTOR® will generally prescreen and accompany qualified prospects through your property.

11. Your REALTOR® can help you objectively evaluate every buyer's proposal without compromising your marketing position. This initial agreement is only the beginning of a process of appraisals, inspections and financing -- a lot of possible pitfalls. Your REALTOR® can help you write a legally binding, win-win agreement that will be more likely to make it through the process.

12. Your REALTOR® can help close the sale of your home. Between the initial sales agreement and closing (or settlement), questions may arise. For example, unexpected repairs are required to obtain financing or a cloud in the title is discovered. The required paperwork alone is overwhelming for most sellers. Your REALTOR® is the best person to objectively help you resolve these issues and move the transaction to closing (or settlement).

Source: Realtor.com



## About GlennsWebsite.com



**Glenn Zabal**  
PropertyMinder

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Website: <http://glennswebsite.com>

DRE License Number: 01440109

### What Glenn Agent Can Do for You

- Glenn can help you determine how much home you can afford. Glenn can suggest ways to accrue the down payment and explain alternative financing methods.
- Glenn, in addition to knowing the local money market, also can tell you what personal and financial data to bring with you when you apply for a loan.
- Glenn is already familiar with current real estate values, taxes, utility costs, municipal services and facilities, and may be aware of local zoning changes that could affect your decision to buy.
- Glenn can usually research your housing needs in advance through a Multiple Listing Service - even if you are relocating from another city.
- Glenn can show you only those homes best suited to your needs--size, style, features, location, accessibility to schools, transportation, shopping and other personal preferences.
- Glenn can suggest simple, imaginative changes that make a home more suitable for you and improve its utility and value.
- Glenn is sensitive to the importance you place on this major commitment you are about to make. Glenn can facilitate negotiation of a win-win agreement that will satisfy both you and the seller.



## About Company

Keller Williams® Realty, Inc. is an Austin, Texas-based, real estate franchise company with over 78,000 real estate agents, operating in more than 695 market centers (offices) across the United States and Canada. Keller Williams Realty is currently the third-largest residential real estate company in the United States.

Keller Williams Realty was founded in 1983 by Gary Keller and Joe Williams with the mission *to build careers worth having, businesses worth owning and lives worth living®* for its associates.



## Comparable Properties

### Subject Property

<b>Address: 1101 S. Winchester Blvd, san jose, CA 95128</b>		
Bedrooms: 4	Bathrooms full: 2	Bathrooms partial: 1
House sq.ft.: 2000	Lot size: 2573.sq	Age: 36

### Summary Of Comparable Properties

#### Active

Address	Dist.(mi)	Beds	Bath	DOM	SqFt	Lot	List Price	Age	Sale Price
<a href="#">1149 REDOAKS DR, San Jose, CA 95128</a>	0.1	3	2	56	1240	5,985.sq	\$669,000	52	
Average values				56	1,240.sq	5,985.sq	\$669,000	52	

#### Pending

Address	Dist.(mi)	Beds	Bath	DOM	SqFt	Lot	List Price	Age	Sale Price
<a href="#">3349 OXFORD LN, San Jose, CA 95117</a>	0.3	3	2	9	1536	8,030.sq	\$699,000	50	
<a href="#">880 EDEN AV, San Jose, CA 95117</a>	0.4	3	2	5	1200	9,875.sq	\$539,000	61	
Average values				7	1,368.sq	8,953.sq	\$619,000	56	

#### Sold

Address	Dist.(mi)	Beds	Bath	DOM	SqFt	Lot	List Price	Age	Sale Price
<a href="#">3322 OXFORD LN, San Jose, CA 95117</a>	0.3	3	2+	32	1887	12,337.sq	\$859,000	50	\$800,000
<a href="#">1263 WOODLAWN AV, San Jose, CA 95128</a>	0.3	3	2	42	1351	5,700.sq	\$669,000	54	\$652,000
Average values				37	1,619.sq	9,019.sq	\$764,000	52	\$726,000

AVERAGE VALUES FOR ALL				29	1,443.sq	8,385.sq	\$687,000	53	\$726,000
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### Overall Statistics

	Min	Max	Average
List Price	\$539,000	\$859,000	\$687,000

### Details of Comparable Properties



**1149 REDOAKS DR. San Jose, CA 95128**

MLS: REIL #81027654



List price: \$669,000	Sale price: n/a	Status: Active	
Bedrooms: 3	Bathrooms: 2	House sq.ft.: 1240	Lot size: 5,985.sf
Age: 52	Days on market: 56	List Date: 06/03/10	Sale date: //

Super Hardwood flooring through the ENTIRE house Tiled entryway-8 year New Roof&rain gutters Sunny&rain gutters Sunny& Open Floor Plan w/FIREPLACE/Patio/ Den/Office/Child Play Room Nicely Landscaped w/Sprinklers Lovely&rain gutters Sunny& Open Floor Plan w/FIREPLACE/Patio/ Den/Office/Child Play Room Nicely Landscaped w/Sprinklers Lovely& Spacious Backyard Extra Storage! 2 Car Garage with automatic opener! Refrigerator, washer&rain gutters Sunny& Open Floor Plan w/FIREPLACE/Patio/ Den/Office/Child Play Room Nicely Landscaped w/Sprinklers Lovely& Spacious Backyard Extra Storage! 2 Car Garage with automatic opener! Refrigerator, washer& dryer included. Special Benefits: Tree Lined Street/Close to Neighborhood Park/Beautiful& rain gutters Sunny& Open Floor Plan w/FIREPLACE/Patio/ Den/Office/Child Play Room Nicely Landscaped w/Sprinklers Lovely& Spacious Backyard Extra Storage! 2 Car Garage with automatic opener! Refrigerator, washer& dryer included. Special Benefits: Tree Lined Street/Close to Neighborhood Park/Beautiful& Quiet Neighb

**3349 OXFORD LN. San Jose, CA 95117**

MLS: REIL #81033878



List price: \$699,000	Sale price: n/a	Status: Pending w/o release	
Bedrooms: 3	Bathrooms: 2	House sq.ft.: 1536	Lot size: 8,030.sf
Age: 50	Days on market: 9	List Date: 07/09/10	Sale date: 07/18/10

Wonderful remodeled home on a quiet street in a great area. Brand new maple kitchen with granite counters. Large rooms plus bonus room. 8000+ sq ft lot. Oversized detached garage. Strong neighborhood association. Payne Elementary -- great school. Bonus room with unknown permit status. Open House Sat& Sun.

**880 EDEN AV. San Jose, CA 95117**

MLS: REIL #81023047

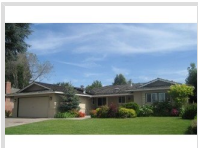


List price: \$539,000	Sale price: n/a	Status: Pending w/release	
Bedrooms: 3	Bathrooms: 2	House sq.ft.: 1200	Lot size: 9,875.sf
Age: 61	Days on market: 5	List Date: 05/08/10	Sale date: 05/13/10

LARGE 9875 SQ DT LOT GREAT FOR EXPASION, CENTRAL LOCATION CLOSE TO MAYOR FREEWAY 280, SANTA ANA ROW, VALLEY FAIR. GARDEN AREA.

**3322 OXFORD LN. San Jose, CA 95117**

MLS: REIL #81022621



List price: \$859,000	Sale price: \$800,000	Status: Sold	
Bedrooms: 3	Bathrooms: 2+	House sq.ft.: 1887	Lot size: 12,337.sf
Age: 50	Days on market: 32	List Date: 05/07/10	Sale date: 06/08/10

Extraordinary 12,000+sf lot in desirable neighborhood near Santana Row shopping, dining& entertainment. 3bd/2.5 home with bonus 240sf 'cottage'. Patio room offers addtl space for workout/relaxation. Spa tub, sun tunnels, separate laundry room w desk, closet organizers, copper plumbing, central A/C. Expansive lawns, fruit trees, raised beds for the city farmer



**1263 WOODLAWN AV. San Jose, CA 95128**

MLS: REIL #81017147

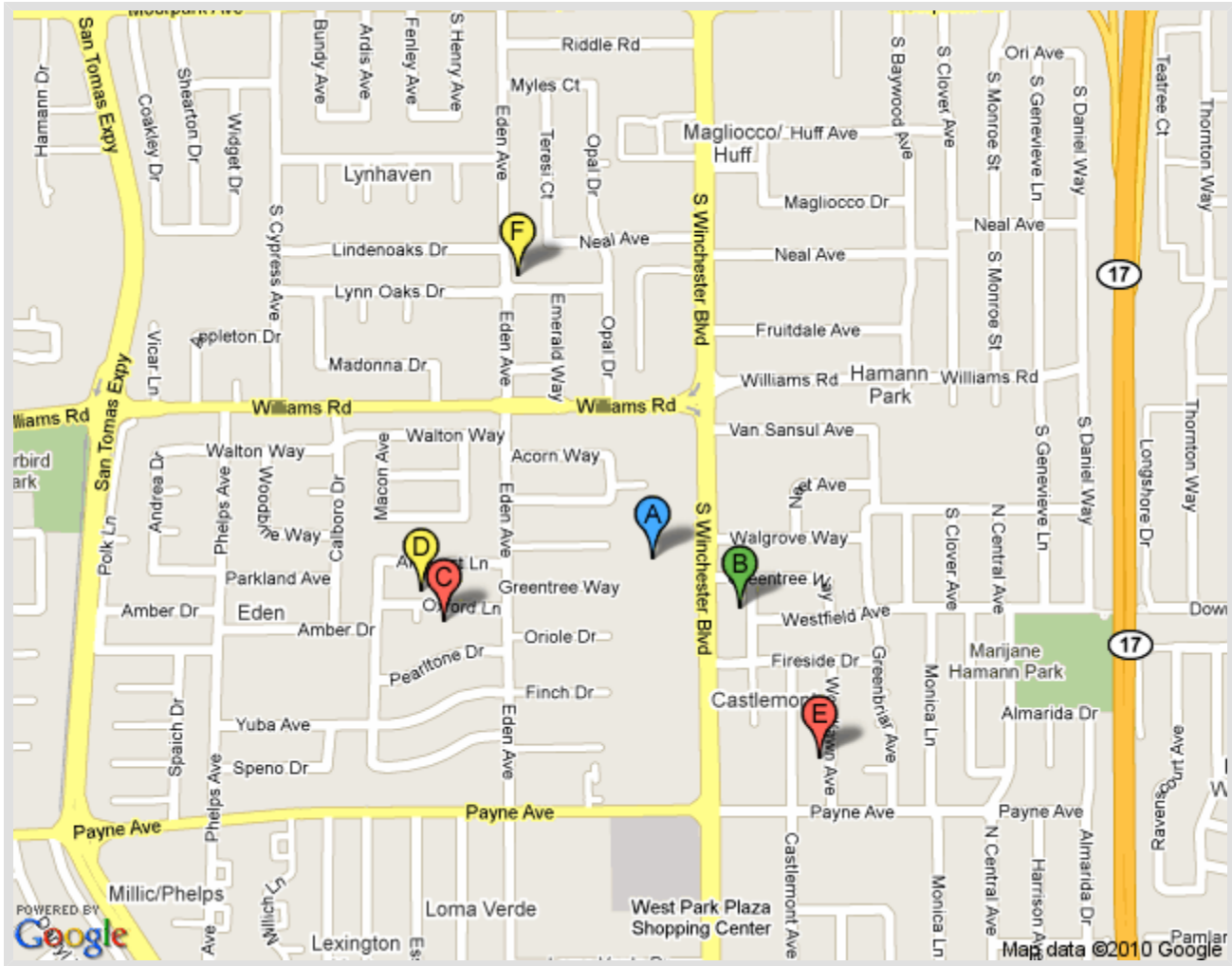


List price: \$669,000	Sale price: \$652,000	Status: Sold	
Bedrooms: 3	Bathrooms: 2	House sq.ft.: 1351	Lot size: 5,700.sf
Age: 54	Days on market: 42	List Date: 04/09/10	Sale date: 05/21/10

Beautifully appointed home located in a desirable neighborhood close to schools and transportation. Home has been updated with dual pane windows, refinished hardwood flooring, gorgeous kitchen with stainless steel appliances, slab granite, contemporary maple cabinetry, new family room carpet and AC. Cozy patio with sparkling hot tub and mature landscaping including numerous fruit trees and roses.



## Comparable Properties on Map



subject listing   active listings   pending listing   sold listings

**A** - Subject Listing, 1101 S. Winchester Blvd, san jose, CA 95128

**B** - 1149 REDOAKS DR, San Jose, CA 95128 , \$669000

**C** - 3322 OXFORD LN, San Jose, CA 95117 , \$800000

**D** - 3349 OXFORD LN, San Jose, CA 95117 , \$699000

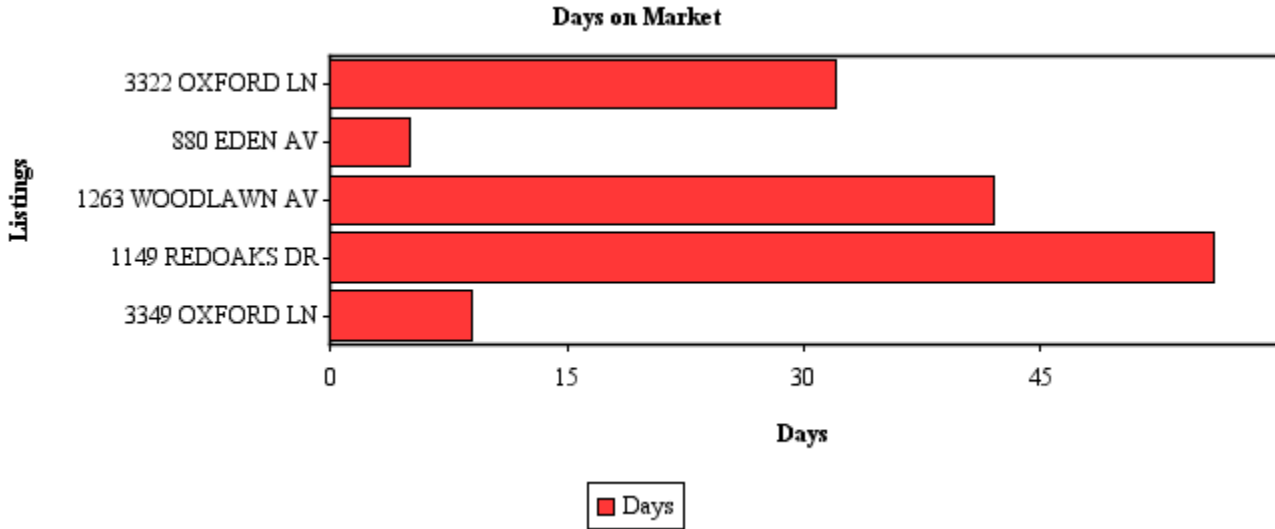
**E** - 1263 WOODLAWN AV, San Jose, CA 95128 , \$652000

**F** - 880 EDEN AV, San Jose, CA 95117 , \$539000



## Number of Days On Market

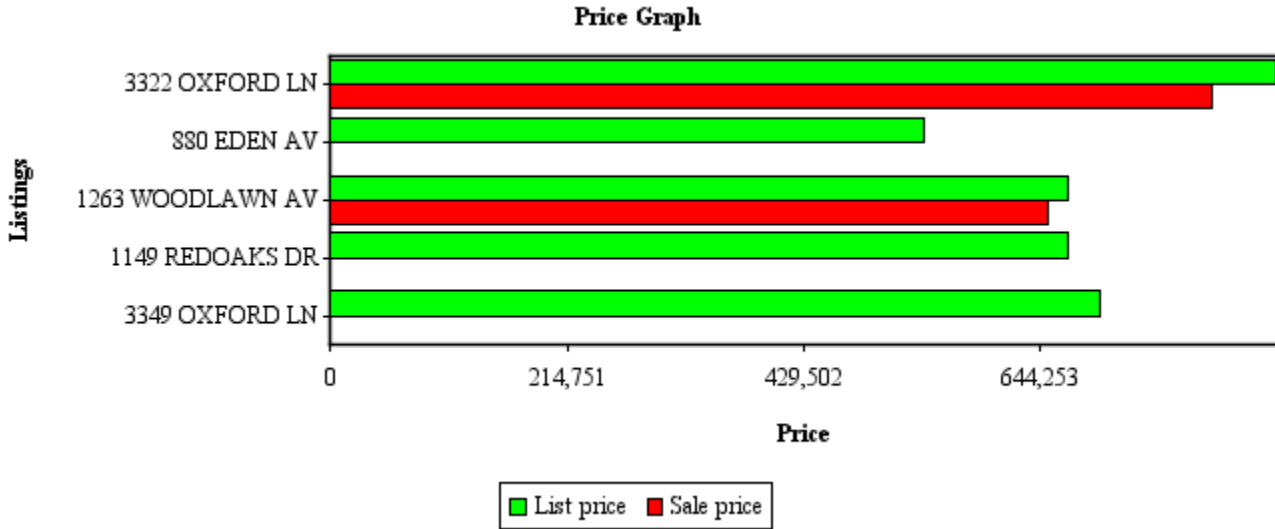
This graph illustrates the number of days on market for the listings in this analysis.





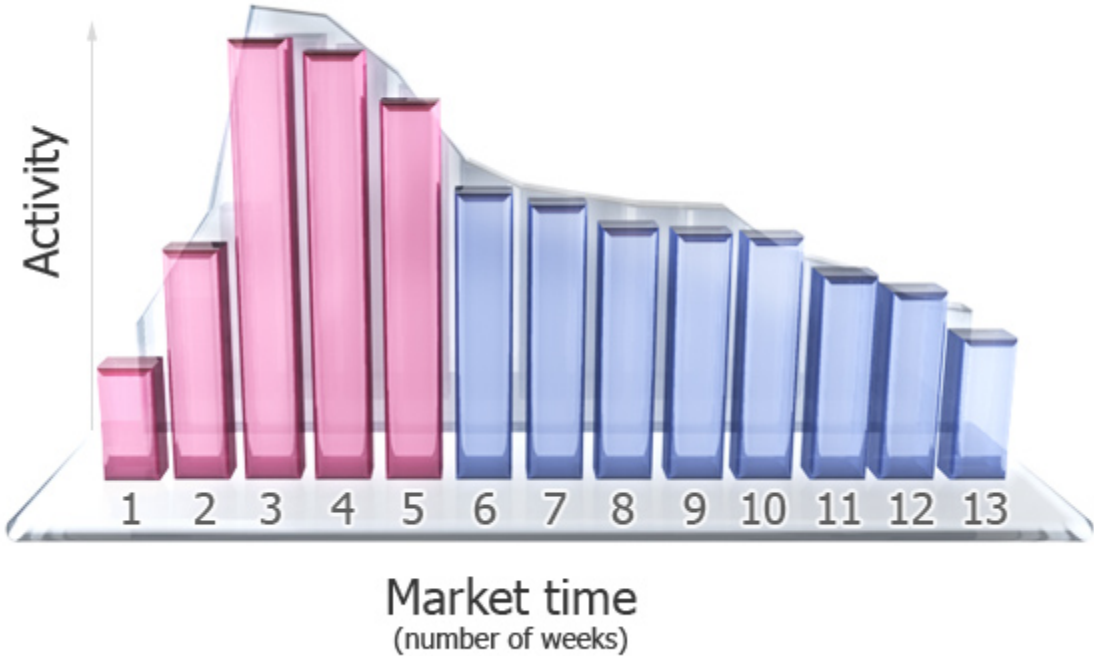
## List Price vs. Sale Price

This graph illustrates the list price versus what the property actually sold for.



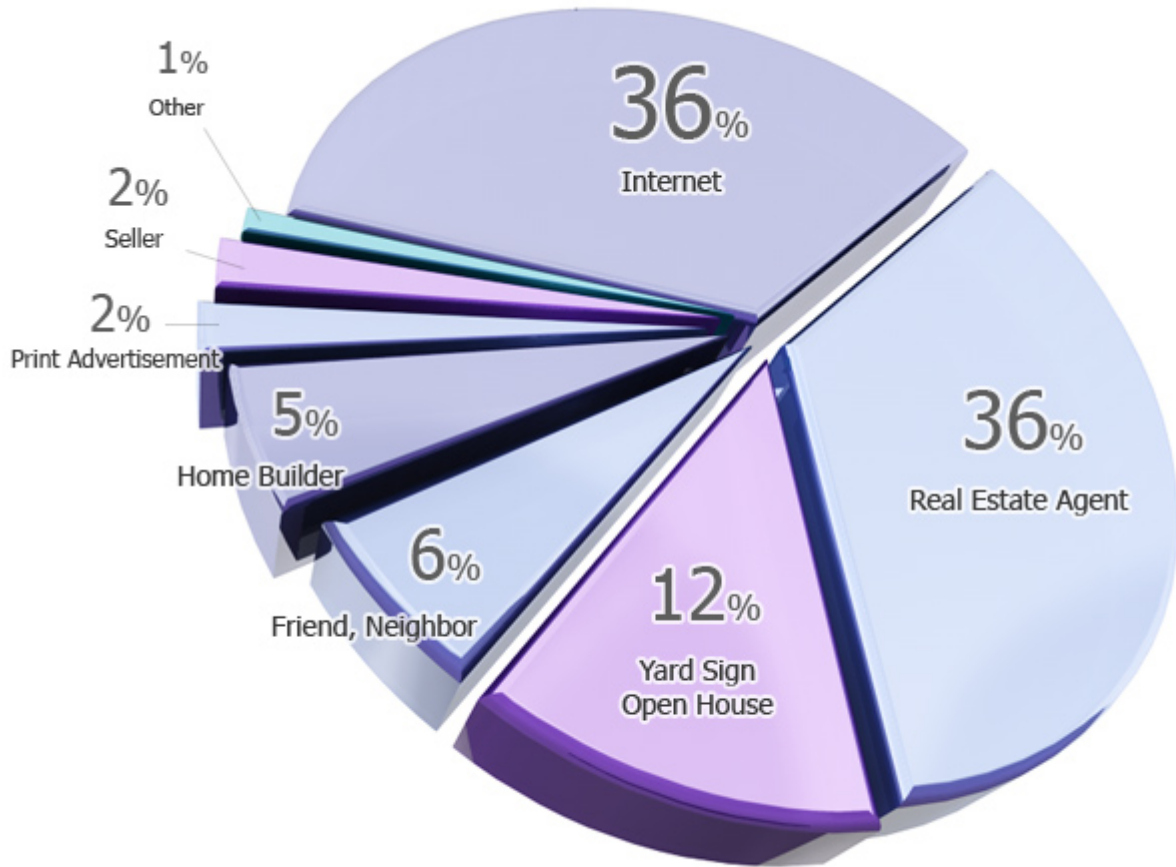


# Window of Opportunity Graph





## Where Buyers Come From



Source: 2009 NAR Profile of Home Buyers and Sellers



## GlennsWebsite.com by Glenn Zabal Marketing Plan

### Pre-Market

1. Order Professional Inspections
2. Evaluate the condition of the house and recommend improvements
3. Professionally stage the property using existing furniture or stagers furniture
4. Create Property Flyer
5. Create Complete Disclosure Package
6. Install For-Sale Sign and Lockbox

### Marketing- traditional

1. Input property into MLS
2. Arrange for tour by other agents in office
3. Broker Open House for local agents from ALL offices
4. Just Listed Postcard and Open House Invitations to 250 surrounding homes
5. Open House for General Public
6. Advertise in Homes Magazine
7. Advertise in Local Newspaper - Classifieds

### Marketing- online

1. Advertise Home on [www.glennswebsite.com](http://www.glennswebsite.com)
2. Create Single Property Website and Virtual Tour
  1. Syndicate to major real estate portals
3. Advertise on Craigslist Daily
4. Advertise on Personal Website
  1. PPC on Google, Yahoo, MSN, Facebook, etc

### Communication

1. Follow all local competition on a daily basis and make seller aware of new competing listings DAILY
2. Follow up on all showings Daily
3. Weekly meeting with seller in person or via telephone call to review marketing activity.



## Preparing Your Home

Fully preparing your home for sale can make a considerable difference in the time it takes to sell it. You can help eliminate buyer objections before they arise by making necessary repairs and improvements, some of which are suggested below.

### Outdoors

- Spruce up your garden and lawn; trim shrubbery and replace dead plants.
- Yard and patio should be neat; outdoor furniture should be clean and in good shape.
- Clean or paint your front door - remember first impressions last the longest!
- Manicure your front yard; make sure your driveway and entryway are free of clutter.

### Exterior

- Check that house numbers, mailbox, and exterior lighting are all in good condition.
- Touch up with fresh paint as needed.
- Inspect chimney for cracks or earthquake damage.
- Repair loose trim, drain pipes, and fencing.
- Clean stains and window screens.

### Garage

- Remove clutter and tidy up the shelves.
- Clean the floor.

### Living Areas

- Apply fresh paint as needed... think about brightening your interiors with neutral-toned paint.
- Clean carpets.
- Replace burnt out light bulbs.
- Clean the fireplace and remove smoke stains from the wall and mantle.
- Clean window coverings.
- Replace damaged window blinds.

### Kitchen

- Sinks, appliances, and counter tops should sparkle; remove any clutter.
- Clean the oven, range, and other appliances.
- Clean tile and grout; replace if necessary.

### Bathrooms

- Clean mirrors, glass, chrome, and porcelain surfaces.
- Replace shower curtain if necessary.
- Fix any faucet drips or leaks.
- Clean grout and caulking; replace if necessary.

### Closets

- Doors and drawers should open and close easily.
- Remove clutter; tidy up shelves and racks.
- Shoes and clothes should be neatly arranged.

### Overall

- Check the basics around the house. It takes just a minute to check all doors, windows and cabinets to make sure they don't stick, squeak or are too loose.
- Clean your furnace and water heater so buyers know they are looking at a house that has been well maintained.



## Conclusion

Dear John Smith,

After reviewing the current market data for the area, I am confident that if priced right, your home will sell in a timely manner.

I would suggest however, that a few minor items in the home be addressed to make your home show nicely to prospective homebuyers. Planting colorful spring flowers in the flower beds and along the entry and trimming the overgrown bushes in the yards would add to the beautiful appearance of the entrance and exterior of the home.

Additionally, regarding the ceramic tile in the kitchen and baths would make a big difference in their overall appearance. I'd also like to suggest removing the piano from the family room, if at all possible, to make it appear much more spacious.

After making these minor changes, your home will show beautifully. It is among the best floorplans in the neighborhood and is very desirable among buyers. I'm certain that if given the opportunity, I will sell your home quickly and that you will be on your way to your new home.

Thank you for the opportunity to provide my qualifications. I stand ready to serve you in the sale of your home!

Regards,  
Glenn Agent

**Recommended Listing Price Range: \$535,000 to \$555,000**