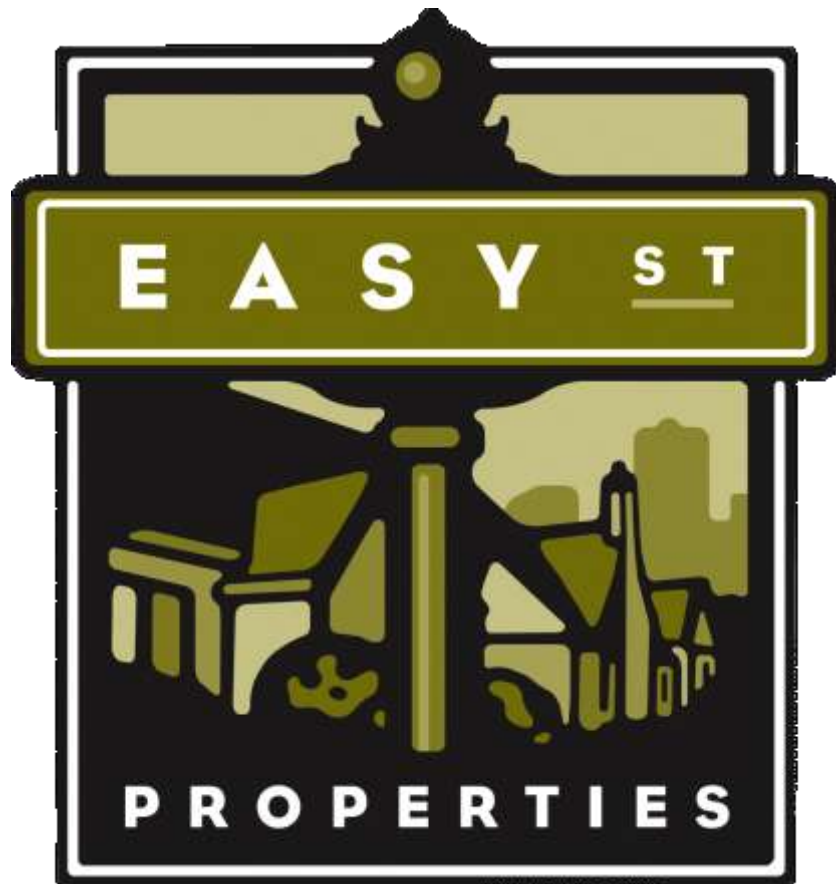


Comparative Market Analysis

Prepared especially for:

Seller





To: Seller

From: Easy Street Properties

Re: Comparative Market Analysis

Thank you for the opportunity to prepare the following Comparative Market Analysis of your property located at TBD. 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 want 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 prepared to ensure that you feel comfortable and confident as we proceed to reach this important first goal.

Additionally, you will find 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,

Easy Street Properties
Member of the National Association of Realtors





Life's better on Easy Street

People ask us all the time, "How do you do it?" "It seems like you do things other brokers don't."

AND THEY ARE RIGHT!

Welcome to Easy Street Properties, a team of professionals committed to helping you with all of your real estate needs.

At **Easy Street** we take the words "**Full-Service Real Estate**" very seriously. We believe that each client deserves to be represented with the utmost integrity and care.

Yet, because we are also seasoned real estate investors we bring a level of expertise not found in other brokerage firms. When we market your home we look to maximize your return because your home is most likely the largest investment you have ever made.

We also provide a full line of construction services to help you get your property ready to sell, thereby improving its value and salability.

Let **Easy Street Properties** take you down the road safely and profitably. Just give us a call anytime and you will see why our clients say, "**We couldn't have done it without Easy Street.**"





Marketing Plan

When using **Easy Street Properties** to sell your home, you can expect the following:

1. Based on education and experience we will tour your home at the time of listing agreement and give you an honest evaluation of the home and property and give you a list of improvements you can make, to help insure top dollar for your home and a quicker/easier sale.
2. Place listing in Multiple Listing Service, ReColorado.com, Realtor.com & **EasyStreetProperties.com**
3. Virtual Tour. 15 to 20 photos of the interior of your home and four 360 degree views accessible via the internet for buyers, posted on five different websites.
4. Strategically place all signage to lead buyers to the property with visible sign in front yard, plus a sign rider for our virtual tour.
5. Attach information box to sign in yard.
6. Complete detailed color brochures for brochure box and handouts.
7. Send out just listed post cards.
8. Place your home on our user friendly website as our Feature Home.
9. Place a detailed brochure in our storefront window. (100+ viewers a day).
10. Hold open houses at seller's request.
11. Newspaper advertising (Post/News/Lakewood-Golden Transcript)
12. Do presentation and hand out brochures at bimonthly BAND meeting (Business Alliance Network Development).
13. Do presentation and hand out brochures at bi-monthly Golden Area Realtor meeting.
14. Do presentation and hand out brochures at weekly BNI (Business Network International) meeting
15. We have a 24-hour a day showing company, with easy access for all other agents and automatic feed back request sent at time of showing.
16. Follow-up with all showing agents, to get buyer and agent feedback. (You access via internet)
17. Keep in contact with you the seller to keep you informed on any activity on your home or in your neighborhood.
18. We always have a list of Buyers that we are currently working with - we will tell them about your home...maybe it is just perfect for one of them.
19. Inform all other top producing agents in your neighborhood of your home coming to the market.
20. HONESTY, INTEGRITY, OPEN COMMUNICATION, and a little fun!!!!

We are members of The Jefferson County Association of Realtors, The Colorado Association of Realtors, The National Association of Realtors, The Golden Chamber of Commerce, Business Network International, and Business Alliance Network Development.





Stepping Through the Selling Process

INITIAL MEETING

Preview home and meet with you to discuss our needs

LISTING CONFERENCE

Sign listing contract

Develop Marketing plan

Discuss repairs and staging that may improve the salability of your home

Place "For Sale" sign and lockbox on property

FILE SUBMISSION

Enter property in MLS and various websites

Order virtual tour

Order Owners & Encumbrance report from the title company

Design marketing materials

SELLING PERIOD

Pre-market property to area brokers, investors, relocation companies etc.

Market property as per marketing plan

Show property to perspective buyers

CONTRACT

Negotiate contract terms and price

Order title work

Negotiate inspection items

Preview title and loan documents with Title Company

CLOSING

Schedule closing to accommodate all parties

Review all closing documents

Sign documents

SELL YOUR HOME!





Key market factors help determine how long it will take to sell your home.

Location

Location is the single greatest factor affecting home value. Neighborhood desirability is basic to a property's fair market value.

Competition

Buyers compare your property to competing properties. Buyers interpret value based on available properties.

Timing

The real estate market may reflect a seller's market or a buyer's market. Market conditions cannot be manipulated; an individually tailored marketing plan must be developed accordingly,

Condition

Property condition affects price and speed of the sale. Optimizing physical appearance and advance preparation optimizes value,

Terms

The more terms available, the broader the market, the quicker the sale. Terms structured to meet your objectives are important to successful marketing.

Price

If the property is not properly priced, a sale may be delayed or even prevented. Reviewing my comparative market analysis of your home will assist us in determining the best price.





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

Spic and Span

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

The First Impression

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

Curb Appeal

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

The Buying Atmosphere

- Be absent during showings
- Turn on all lights
- Light fireplace (if gas)
- Open drapes in daytime
- Play quiet background music (mellow)
- Keep pets outdoors

The Spacious Look

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





Changing Your Utilities

The Title Company will transfer water, sewer and any Home Owners Association into your name, but it is your responsibility to transfer all other utilities.

Power:	Xcel Energy	800-895-4999
	IREA (Rural Areas)	303-688-3100
Telephone:	Qwest	800-244-1111 or 877-843-5444
	AT & T	800-222-0300
	Sprint	800-877-7746
	MCI	800-950-5555
	Liberty Bell Telecom	866-664-2355
Cable/Dish:	Comcast	303-930-2001
	Dish Network	800-333-3474
	DirectTV	800-280-4388 or 800-531-5000
	Qwest Digital TV	800-528-6188
Internet:	Comcast	800-266-2278
	Qwest Internet	800-966-2516
	Blue Mountain	800-485-5006

* Refer to your local Yellow Pages for additional numbers





Moving Checklist

SEND CHANGE OF ADDRESS TO

- Post office
- Charge accounts
- Subscriptions
- Friends/relatives

DISCONNECT UTILITIES

- Water
- Electric
- Gas
- Telephone
- Cable television
- Other

CANCEL DELIVERIES

- Milk
- Newspaper
- Other

TRANSFER MEMBERSHIPS

- Church
- Clubs
- Civic Organizations

TRANSFER BANK ACCOUNTS

- Checking
- Savings
- Safety deposit box

NOTIFY INSURANCE COMPANIES

- Health
- Life
- Auto
- Homeowners

OBTAIN MEDICAL RECORDS

- General practitioner
- Dentist
- Optometrist
- Other doctors

MISCELLANEOUS

- Make arrangements w/ moving company
- Obtain school records
- Obtain birth & baptismal records
- Have drug prescriptions filled
- Have car tune-up for trip

