

# *Real Estate Services Proposal*



*For marketing the property located at...*

**123 Sample Street**

*Prepared especially for...*

**Stefanie Sample**

123 Sample Street

Agawam, MA 01001

*Prepared by...*

**George Mulry, e-PRO, LMC  
Broker/Owner**

*of...*

**Mulry Real Estate, LLC**

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*Date:* March 28, 2008



## *Determining the Value of Your Home*

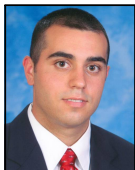
A Comparative Market Analysis (CMA) is essential to determine the value of residential property. Location and characteristics of the property are the key elements in determining value. Therefore, the basis for valuation is similar properties in your area. The market analysis takes into account the amount received from recent sales of comparable properties and the quantity and quality of comparable properties currently on the market. The desired end result is to find a price that will attract a willing and able buyer in a reasonable time.



Once the value of your home has been determined, you can decide on an offering price that will achieve your goals. Generally, the price should not exceed the value by more than 5% or potential buyers may not even make offers. Naturally, if you want to sell quickly your asking price should be very near the value.

The following are a few things to keep in mind about pricing:

- ◆ Realistic pricing will achieve maximum price in a reasonable time.
- ◆ Your cost or profit desire is irrelevant; the market determines the price.
- ◆ The cost of improvements are almost always more than the added value.
- ◆ Houses that remain on the market for a long time do not get shown.
- ◆ A house that is priced right from the beginning achieves the highest proceeds.



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# The Importance of Intelligent Pricing

Determining the best asking price for a home can be one of the most challenging aspects of selling a home. It is also one of the most important. If your home is listed at a price that is above market value, you will miss out on prospective buyers who would otherwise be prime candidates to purchase your home. If you list at a price that is below market value, you will ultimately sell for a price that is not the optimum value for your home. As Figure 1 illustrates, more buyers purchase their properties at market value than above market value. The percentage increases as the price falls even further below market value. Therefore, by pricing your property at market value, you expose it to a much greater percentage of prospective buyers. This increases your chances for a sale while ensuring a final sale price that properly reflects the market value of your home.

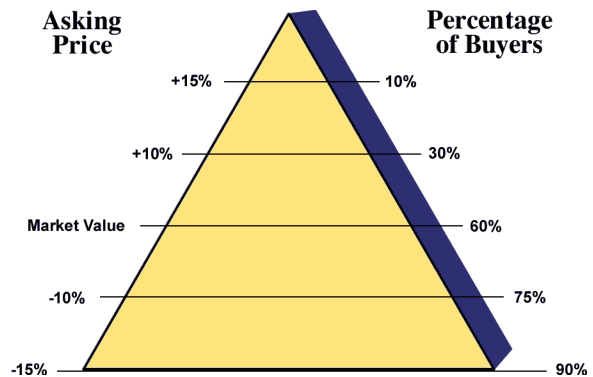


Figure 1 - Percentage of Buyers by Asking Price

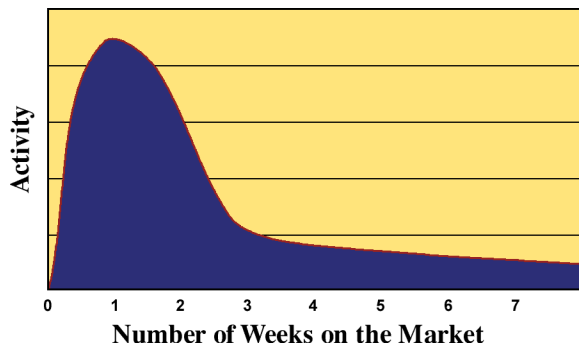


Figure 2 - Activity versus Timing

Another critical factor to keep in mind when pricing your home is timing. A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market (see Figure 2). Improper pricing at the initial listing misses out on this peak interest period and may result in your property languishing on the market. This may lead to a below market value sale price (see Figure 3), or, even worse, no sale at all. Therefore, your home has the highest chances for a fruitful sale when it is new on the market and the price is reasonably established.

We 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.

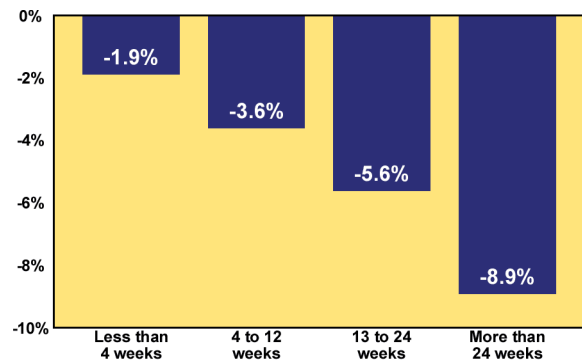
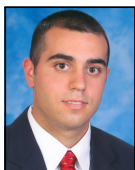


Figure 3 - The Effect of Overpricing



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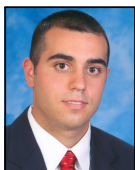
# Subject Property Profile for

123 Sample Street



The following features have been identified to aid in the search for properties that are comparable to yours. This will help in determining proper pricing for your home.

<i>City:</i> Agawam	<i>Assessment:</i> \$331,600	<i>Est Taxes:</i> \$3,919.51
<i>Tax Yr:</i> 2007	<i>Lot SqFt:</i> 41,486	<i>Apprx Acres:</i> 0.95
<i>Lot Desc:</i> Paved Drive	<i>Year Built:</i> 1988	<i>Bedrooms:</i> 3
<i>Bathrooms:</i> 2.5	<i>Total Rooms:</i> 7	<i>Apx Liv Ar:</i> 2250 sq. ft.
<i>Fireplaces:</i> 1	<i>Style:</i> Contemporary	<i>Exterior:</i> Wood
<i>Gar Spaces:</i> 2	<i>Parking:</i> Attached	<i>Parking:</i> Garage Door Opener
<i>Basement:</i> Yes, Full Bulkhead	<i>Heating:</i> 1 Forced Air, Oil	<i>Cooling:</i> 1 Central Air
<i>Flooring:</i> Wood, Ceramic, W2W	<i>Ext Feat:</i> Porch, Deck, Balcony	<i>Ext Feat:</i> Sprinkler System
<i>Int Feat:</i> Central Vacuum	<i>Int Feat:</i> Cable	<i>Wtrfrnt/Beach:</i> No/No
<i>Roof:</i> Asphalt/Fiberglass		



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# Comparative Market Analysis Summary

## Currently On The Market

ADDRESS	STYLE	BEDS	BATHS	YR	BLT	APX	LIV	LIST PRICE
66 Tobacco Farm Rd	Cape	3	2.5	1995		1754		\$345,900
881 Suffield Street	Colonial	4	2.5	2005		2800		\$349,900
29 Forge Street	Colonial	3	2.5	1984		2052		\$365,000
79 Forest Ridge Ln	Colonial	4	2.5	1999		2000		\$369,900
55 Hampden Ln	Colonial	4	3	1988		2284		\$369,900
727 Barry Street	Gambrel/Dutch	4	2	1983		2375		\$374,950

Average of 6 Properties: \$362,591      Min: \$345,900      Max: \$374,950      Median: \$367,450

## Under Contract

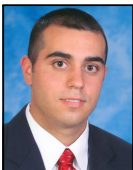
ADDRESS	STYLE	BEDS	BATHS	YR	BLT	APX	LIV	LIST PRICE
153 Elmar Drive	Raised Ranch	3	2	1983		2026		\$328,500
623 North Westfield St	Colonial	4	2.5	2007		2700		\$379,998

Average of 2 Properties: \$354,249      Min: \$328,500      Max: \$379,998      Median: \$354,249

## Recently Sold

ADDRESS	STYLE	BEDS	BATHS	YR	BLT	APX	LIV	SOLD PRICE
36 Juniper Ridge Drive	Colonial	3	2.5	1997		2709		\$303,000
38 Beverly Lane	Ranch	3	2	1992		1571		\$317,500
31 Cedar Knoll Dr	Colonial	3	2.5	1994		2424		\$345,000

Average of 3 Properties: \$321,833      Min: \$303,000      Max: \$345,000      Median: \$317,500



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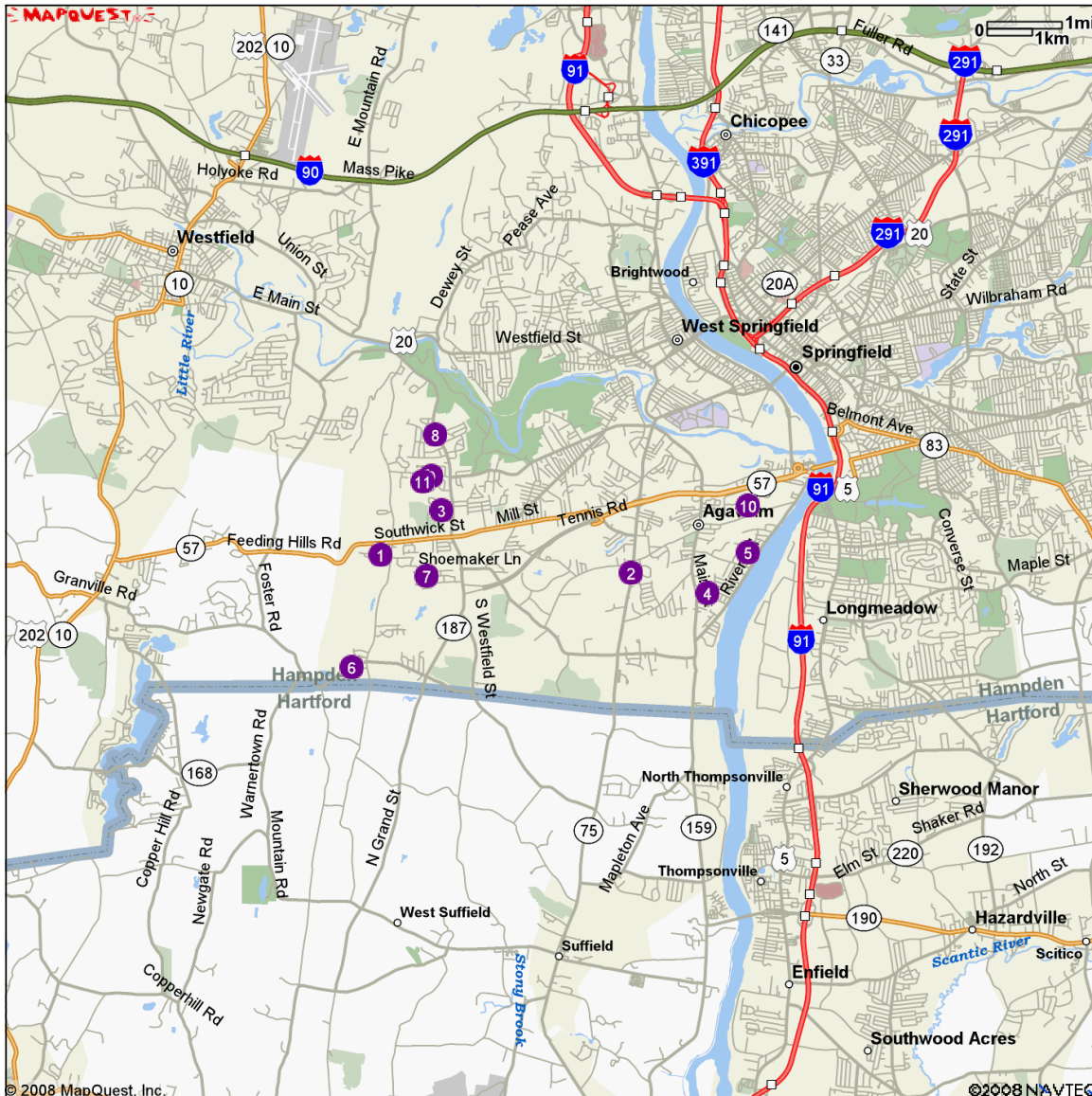
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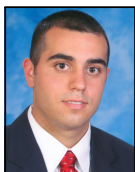
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# Map of Comparable Properties



<u>Ref #</u>	<u>Status</u>	<u>Address</u>
1	Currently On The Market	66 Tobacco Farm Rd
2	Currently On The Market	881 Suffield Street
3	Currently On The Market	29 Forge Street
4	Currently On The Market	79 Forest Ridge Ln
5	Currently On The Market	55 Hampden Ln
6	Currently On The Market	727 Barry Street
7	Under Contract	153 Elmar Drive
8	Under Contract	623 North Westfield St



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*List of mapped properties continued...*

<u>Ref #</u>	<u>Status</u>	<u>Address</u>
9	Recently Sold	36 Juniper Ridge Drive
10	Recently Sold	38 Beverly Lane
11	Recently Sold	31 Cedar Knoll Dr



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# Comparable Properties

## Currently On The Market

### 66 Tobacco Farm Rd



**List Price:** \$345,900  
**List \$ SqFt:** \$197.21  
**Year Built:** 1995  
**Apx Liv Ar:** 1754  
**Beds:** 3  
**Baths:** 2.5  
**Tot Rms:** 7  
**Heat:** Forced Air  
**Cool:** Central Air

**Sold \$ SqFt:**  
**Lot SqFt:** 20794  
**Apx Acres:** 0.47  
**Style:** Cape  
**Ext:** Vinyl  
**Gar Spaces:** 2  
**Parking:** Attached  
**Fireplaces:** 0

**DOM:** 167  
**City:** Agawam, Ma  
**Assessment:** 283,300  
**Est Taxes:** 3348.61  
**Tax Yr:** 2007  
**Exter:** Porch  
**Inter:**  
**Floor:** Wood  
**Lot:** Paved Drive

**Remarks:** Meticulous Home On Cul-De-Sac In Feeding Hills. Spacious Kitchen With CenterIsland And Cherry Cabinets. Office On First Floor. Great Master Suite Includes Master Bath And Walk-In Closet. New Trex Deck In Private Back Yard Perfect For Relaxing Or Entertaining. Great Opportunity To Buy A Well Maintained Home With Lots Of Extras!

## Currently On The Market

### 881 Suffield Street



**List Price:** \$349,900  
**List \$ SqFt:** \$124.96  
**Year Built:** 2005  
**Apx Liv Ar:** 2800  
**Beds:** 4  
**Baths:** 2.5  
**Tot Rms:** 9  
**Heat:** Forced Air  
**Cool:** Central Air

**Sold \$ SqFt:**  
**Lot SqFt:** 18295  
**Apx Acres:** 0.42  
**Style:** Colonial  
**Ext:** Vinyl  
**Gar Spaces:** 2  
**Parking:** Attached  
**Fireplaces:** 1

**DOM:** 172  
**City:** Agawam, Ma  
**Assessment:** 350,900  
**Est Taxes:** 4148  
**Tax Yr:** 2007  
**Exter:** Porch  
**Inter:** Central Vacuum  
**Floor:** Wood  
**Lot:** Paved Drive

**Remarks:** Price Reduced! Great Opportunity To Buy This Lovely Home! Fantastic For FamilyLiving And Entertaining. There Are So Many Upgrades In This Stunning 4 Bedroom Colonial. The Kitchen Features A Designer Kitchen With Granite Counters, Ceramic Tile Floor And Dinette Area. Brizilian Cherry Floors Throughout The Living, Dining, And Family Rooms. Master Brm Suite With Full

## Currently On The Market

### 29 Forge Street

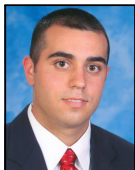


**List Price:** \$365,000  
**List \$ SqFt:** \$177.88  
**Year Built:** 1984  
**Apx Liv Ar:** 2052  
**Beds:** 3  
**Baths:** 2.5  
**Tot Rms:** 7  
**Heat:** Forced Air  
**Cool:** Central Air

**Sold \$ SqFt:**  
**Lot SqFt:** 20000  
**Apx Acres:** 0.45  
**Style:** Colonial  
**Ext:** Vinyl  
**Gar Spaces:** 2  
**Parking:** Attached  
**Fireplaces:** 1

**DOM:** 66  
**City:** Agawam, Ma  
**Assessment:** 282,500  
**Est Taxes:** 3339  
**Tax Yr:** 2007  
**Exter:** Porch  
**Inter:** Cable Available  
**Floor:** Wood  
**Lot:** Paved Drive

**Remarks:** Stunning Feeding Hills Colonial With Breathtaking View Of The Valley AndAdjacent To Golf Course. Updates Include Large Remodeled Kitchen With Cherry Cabinets, Stainless Appliances, Ceramic Floor And Backsplash. Family Room Has Arched Brick Fireplace And An Adjacent 3 Season Sunroom. Professional Interior Decorating.All Bathrooms Are Updated. Lovely Hardwood



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# Comparable Properties

## Currently On The Market

### 79 Forest Ridge Ln



**List Price:** \$369,900  
**List \$ SqFt:** \$184.95  
**Year Built:** 1999  
**Apx Liv Ar:** 2000  
**Beds:** 4  
**Baths:** 2.5  
**Tot Rms:** 8  
**Heat:** Forced Air  
**Cool:** Central Air

**Sold \$ SqFt:**  
**Lot SqFt:** 40084  
**Apx Acres:** 0.92  
**Style:** Colonial  
**Ext:** Vinyl  
**Gar Spaces:** 2  
**Parking:** Attached  
**Fireplaces:** 0

**DOM:** 177  
**City:** Agawam, Ma  
**Assessment:** 255,200  
**Est Taxes:** 3016  
**Tax Yr:** 2007  
**Exter:** Enclosed Porch  
**Inter:**  
**Floor:** Wood  
**Lot:** Wooded

**Remarks:** Pretty Center Hall Colonial, On Cul-De-Sac, In Prime Condition. Close ToRte 57 For Easy Commute, With Finnished Game Room In Basement, Master Suite Bath Has Jacuzzi Garden Tub. Great Location

## Currently On The Market

### 55 Hampden Ln



**List Price:** \$369,900  
**List \$ SqFt:** \$161.95  
**Year Built:** 1988  
**Apx Liv Ar:** 2284  
**Beds:** 4  
**Baths:** 3  
**Tot Rms:** 8  
**Heat:** Central Heat  
**Cool:** Central Air

**Sold \$ SqFt:**  
**Lot SqFt:** 20000  
**Apx Acres:** 0.46  
**Style:** Colonial  
**Ext:** Vinyl  
**Gar Spaces:** 2  
**Parking:** Attached  
**Fireplaces:** 1

**DOM:** 176  
**City:** Agawam, Ma  
**Assessment:** 298,100  
**Est Taxes:** 3524  
**Tax Yr:** 2007  
**Exter:** Porch  
**Inter:** Central Vacuum  
**Floor:** Wood  
**Lot:** Paved Drive

**Remarks:** Colonial W/ Contemporary Flair. Master Bed Room W/ Full Bath & Walk In Closet,Lr & Dr W/ Hardwood Floors, Family Room W/ Fire Place, French Doors & Berber Wall To Wall, Porcelain Foyer. 1st Floor Has Crown Molding Throughout, Large Eat In Kitchen W/Ceramic Floor & Granite Countertops. Gas Heat/Central Air, Central Vac, Security System, Hard Wired Smoke Alarms, In

## Currently On The Market

### 727 Barry Street

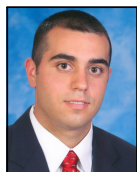


**List Price:** \$374,950  
**List \$ SqFt:** \$157.87  
**Year Built:** 1983  
**Apx Liv Ar:** 2375  
**Beds:** 4  
**Baths:** 2  
**Tot Rms:** 7  
**Heat:** Hot Water Basbrd  
**Cool:** None

**Sold \$ SqFt:**  
**Lot SqFt:** 20880  
**Apx Acres:** 0.47  
**Style:** Gambrel/Dutch  
**Ext:** Vinyl  
**Gar Spaces:** 5  
**Parking:** Attached  
**Fireplaces:** 0

**DOM:** 230  
**City:** Agawam, Ma  
**Assessment:** 314,200  
**Est Taxes:** 3748.7  
**Tax Yr:** 2008  
**Exter:** Porch  
**Inter:** Cable Available  
**Floor:** Wood  
**Lot:** Paved Drive

**Remarks:** Exceptional Home...Gorgeous Chapdelaine Cherry Kitchen W/Center Island, Hutch,GraniteCountertops,Ge Monogram Appliances Includes Dual Fuel Range. Gorgeous Birch Floors Accent Living Rm,Dining Rm & Hall. New Wall-To-Wall In 2 Bedrms.Baths Updated W/New Ceramic Tile Floors & Vanities,Many New Windows & Roof,Room Upstairs For Expansion/Bonus Rm Over Attached Garage. Slider To



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# Comparable Properties

## Under Contract

### 153 Elmar Drive



**List Price:** \$328,500  
**List \$ SqFt:** \$162.14  
**Year Built:** 1983  
**Apx Liv Ar:** 2026  
**Beds:** 3  
**Baths:** 2  
**Tot Rms:** 7  
**Heat:** Forced Air  
**Cool:** Central Air

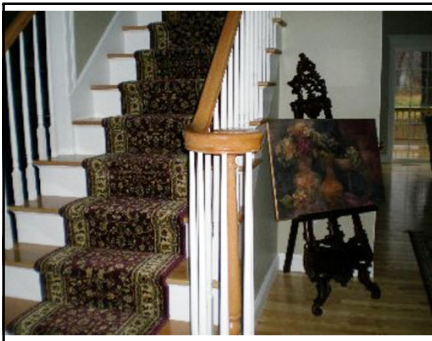
**Sold \$ SqFt:**  
**Lot SqFt:** 28749  
**Apx Acres:** 0.66  
**Style:** Raised Ranch  
**Ext:** Vinyl  
**Gar Spaces:** 2  
**Parking:** Under  
**Fireplaces:** 1

**DOM:** 142  
**City:** Agawam, Ma  
**Assessment:** 281,000  
**Est Taxes:** 3321  
**Tax Yr:** 2007  
**Exter:** Deck  
**Inter:** Central Vacuum  
**Floor:** Wood  
**Lot:** Paved Drive

**Remarks:** Exceptional Home! Great For Entertaining And Family Fun. Fabulous Master Bedroom Bath With Whirlpool Tub, Shower, Double Sinks With Granite Counter Top And Ceramic Tile Floor. Expanded Living Room With Gleaming Maple Floors And Gas Fireplace. Dining Room With Sliders To A Double Deck Overlooking A Great Fenced Private Backyard W/Pool. Family Room/ Media Room In Lower

## Under Contract

### 623 North Westfield St



**List Price:** \$379,998  
**List \$ SqFt:** \$140.74  
**Year Built:** 2007  
**Apx Liv Ar:** 2700  
**Beds:** 4  
**Baths:** 2.5  
**Tot Rms:** 8  
**Heat:** Forced Air  
**Cool:** Central Air

**Sold \$ SqFt:**  
**Lot SqFt:** 17424  
**Apx Acres:** 0.4  
**Style:** Colonial  
**Ext:** Vinyl  
**Gar Spaces:** 2  
**Parking:** Attached  
**Fireplaces:** 1

**DOM:** 64  
**City:** Agawam, Ma  
**Assessment:** 0  
**Est Taxes:** 0  
**Cix Yr:** 0  
**Exter:** Deck  
**Inter:** Central Vacuum  
**Floor:** Wood  
**Lot:** Paved Drive

**Remarks:** Brand New Construction With All The Bells And Whistles Priced To Sell, Oak Floors Throughout, Tastefully Decorated, Granite Counters, Chair-Rails, A Lot Of Extra Trim, Both A Patio And Deck, Grand Entrance Staircase With Oriental Runner, Stainless Appliances, Huge Granite Island, Beautiful Lights, Sprinkler System, California Cherry Closet System, Oversized 2 Car

## Recently Sold

### 36 Juniper Ridge Drive

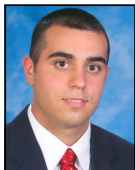


**List Price:** \$319,900  
**List \$ SqFt:** \$118.09  
**Year Built:** 1997  
**Apx Liv Ar:** 2709  
**Beds:** 3  
**Baths:** 2.5  
**Tot Rms:** 7  
**Heat:** Forced Air  
**Cool:** Other (See Remark)

**Sold Price:** \$303,000  
**Sold \$ SqFt:** \$111.85  
**Lot SqFt:** 21344  
**Apx Acres:** 0.49  
**Style:** Colonial  
**Ext:** Vinyl  
**Gar Spaces:** 2  
**Parking:** Attached  
**Fireplaces:** 0

**DOM:** 145  
**City:** Agawam, Ma  
**Assessment:** 351,200  
**Est Taxes:** 4151.18  
**Tax Yr:** 2007  
**Exter:** Deck  
**Inter:**  
**Floor:** Wood  
**Lot:** Paved Drive

**Remarks:** Spacious Newer Colonial With A Great View. Wonderful Newer Neighborhood Off High End Homes. Hardwood Floors, Private Deck, Very Large Family Room And Formal Living And Diningrooms.



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# Comparable Properties



## Recently Sold 38 Beverly Lane

**List Price:** \$325,000  
**List \$ SqFt:** \$206.87  
**Year Built:** 1992  
**Apx Liv Ar:** 1571  
**Beds:** 3  
**Baths:** 2  
**Tot Rms:** 5  
**Heat:** Central Heat  
**Cool:** Central Air

**Sold Price:** \$317,500  
**Sold \$ SqFt:** \$202.10  
**Lot SqFt:** 20008  
**Apx Acres:** 0.45  
**Style:** Ranch  
**Ext:**  
**Gar Spaces:** 2  
**Parking:** Attached  
**Fireplaces:** 1

**DOM:** 21  
**City:** Agawam, Ma  
**Assessment:** 250,600  
**Est Taxes:** 2962.09  
**Tax Yr:** 07  
**Exter:**  
**Inter:** Central Vacuum  
**Floor:**  
**Lot:** Paved Drive

**Remarks:** The House Of Perfection Awaits You. Spotless And Modern Kitchen With Large Dining Area Open To Kitchen And There Is A Good Size Sunroom. Lovely Tile Flooring. Plenty Of Lovely Oak Cabinets, Newer Carpeting, And Located On A Street With Other Lovely Homes. This Home From The Front To The Huge Backyard Is Filled With Gardens Filled With Lovely Perennial Flowers. Vac,



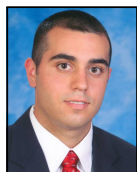
## Recently Sold 31 Cedar Knoll Dr

**List Price:** \$378,900  
**List \$ SqFt:** \$156.31  
**Year Built:** 1994  
**Apx Liv Ar:** 2424  
**Beds:** 3  
**Baths:** 2.5  
**Tot Rms:** 8  
**Heat:** Central Heat  
**Cool:** Central Air

**Sold Price:** \$345,000  
**Sold \$ SqFt:** \$142.33  
**Lot SqFt:** 33105  
**Apx Acres:** 0.76  
**Style:** Colonial  
**Ext:** Vinyl  
**Gar Spaces:** 2  
**Parking:** Attached  
**Fireplaces:** 1

**DOM:** 210  
**City:** Agawam, Ma  
**Assessment:** 337,700  
**Est Taxes:** 3992  
**Tax Yr:** 2007  
**Exter:** Porch  
**Inter:** Central Vacuum  
**Floor:** Wood  
**Lot:** Wooded

**Remarks:** Meticulous 3-4br Colonial On Cul De Sac In Desirable Neighborhood. Sittg Room In Mbr Suite Was 4th Br And Could Be Put Back To Original Plan. Deck Off Kit/Fr And Laundry Rm W.Priv Wooded & Wild Flower Setting. Lg Front Porch Overlooking Cul De Sac. Kit Is Open To Fr. Media Rm Has Surround Sound. Exercise Rm Has Mirrored Wall. Heat/Hwt/Cook'G Gas On Budget Of



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# Comparative Market Analysis

**123  
Sample Street**



**66  
Tobacco Farm Rd**



**881  
Suffield Street**



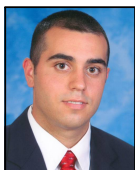
**29  
Forge Street**



**79  
Forest Ridge Ln**



<b>Status</b>		A	A	A	A
<b>List Price</b>		\$345,900	\$349,900	\$365,000	\$369,900
<b>List\$ SqFt</b>		\$197.21	\$124.96	\$177.88	\$184.95
<b>Sold Price</b>					
<b>Sold\$ SqFt</b>					
<b>Contract Date</b>					
<b>Sold Date</b>					
<b>DOM</b>		167	172	66	177
<b>City</b>	Agawam	Agawam, Ma	Agawam, Ma	Agawam, Ma	Agawam, Ma
<b>Assessment</b>	\$331,600	283,300	350,900	282,500	255,200
<b>Est Taxes</b>	\$3,919.51	3348.61	4148	3339	3016
<b>Tax Yr</b>	2007	2007	2007	2007	2007
<b>Lot SqFt</b>	41,486	20794	18295	20000	40084
<b>Apprx Acres</b>	0.95	0.47	0.42	0.45	0.92
<b>Lot Desc</b>	Paved Drive	Paved Drive	Paved Drive	Paved Drive	Wooded
<b>Year Built</b>	1988	1995	2005	1984	1999
<b>Bedrooms</b>	3	3	4	3	4
<b>Bathrooms</b>	2.5	2.5	2.5	2.5	2.5
<b>Total Rooms</b>	7	7	9	7	8
<b>Apx Liv Ar</b>	2250 sq. ft.	1754	2800	2052	2000
<b>Fireplaces</b>	1	0	1	1	0
<b>Style</b>	Contemporary	Cape	Colonial	Colonial	Colonial
<b>Exterior</b>	Wood	Vinyl	Vinyl	Vinyl	Vinyl
<b>Gar Spaces</b>	2	2	2	2	2
<b>Parking</b>	Attached	Attached	Attached	Attached	Attached
<b>Parking</b>	Garage Door Opener	Garage Door Opnr	Garage Door Opnr	Garage Door Opnr	
<b>Basement</b>	Yes, Full Bulkhead	Yes	Yes	Yes	Yes
<b>Heating</b>	1 Forced Air, Oil	Forced Air	Forced Air	Forced Air	Forced Air
<b>Cooling</b>	1 Central Air	Central Air	Central Air	Central Air	Central Air
<b>Flooring</b>	Wood, Ceramic, W2W	Wood	Wood	Wood	Wood
<b>Ext Feat</b>	Porch, Deck, Balcony	Porch	Porch	Porch	Enclosed Porch
<b>Ext Feat</b>	Sprinkler System	Deck	Deck	Patio	Deck
<b>Int Feat</b>	Central Vacuum		Central Vacuum	Cable Available	
<b>Int Feat</b>	Cable		Security System		
<b>Wtrfrnt/Beach</b>	No/No	No/No	No/No	No/No	No/No



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# Comparative Market Analysis

**123  
Sample Street**



**55  
Hampden Ln**



**727  
Barry Street**



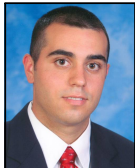
**153  
Elmar Drive**



**623  
North Westfield St**



<b>Status</b>		A	A	U	U
<b>List Price</b>		\$369,900	\$374,950	\$328,500	\$379,998
<b>List\$ SqFt</b>		\$161.95	\$157.87	\$162.14	\$140.74
<b>Sold Price</b>					
<b>Sold\$ SqFt</b>					
<b>Contract Date</b>				02/27/08	02/29/08
<b>Sold Date</b>					
<b>DOM</b>		176	230	142	64
<b>City</b>	Agawam	Agawam, Ma	Agawam, Ma	Agawam, Ma	Agawam, Ma
<b>Assessment</b>	\$331,600	298,100	314,200	281,000	0
<b>Est Taxes</b>	\$3,919.51	3524	3748.7	3321	0
<b>Tax Yr</b>	2007	2007	2008	2007	0
<b>Lot SqFt</b>	41,486	20000	20880	28749	17424
<b>Apprx Acres</b>	0.95	0.46	0.47	0.66	0.4
<b>Lot Desc</b>	Paved Drive	Paved Drive	Paved Drive	Paved Drive	Paved Drive
<b>Year Built</b>	1988	1988	1983	1983	2007
<b>Bedrooms</b>	3	4	4	3	4
<b>Bathrooms</b>	2.5	3	2	2	2.5
<b>Total Rooms</b>	7	8	7	7	8
<b>Apx Liv Ar</b>	2250 sq. ft.	2284	2375	2026	2700
<b>Fireplaces</b>	1	1	0	1	1
<b>Style</b>	Contemporary	Colonial	Gambrel/Dutch	Raised Ranch	Colonial
<b>Exterior</b>	Wood	Vinyl	Vinyl	Vinyl	Vinyl
<b>Gar Spaces</b>	2	2	5	2	2
<b>Parking</b>	Attached	Attached	Attached	Under	Attached
<b>Parking</b>	Garage Door Opener	Garage Door Opnr	Detached	Garage Door Opnr	Side Entry
<b>Basement</b>	Yes, Full Bulkhead	Yes	Yes	Yes	Yes
<b>Heating</b>	1 Forced Air, Oil	Central Heat	Hot Water Basbrd	Forced Air	Forced Air
<b>Cooling</b>	1 Central Air	Central Air	None	Central Air	Central Air
<b>Flooring</b>	Wood, Ceramic, W2W	Wood	Wood	Wood	Wood
<b>Ext Feat</b>	Porch, Deck, Balcony	Porch	Porch	Deck	Deck
<b>Ext Feat</b>	Sprinkler System	Deck	Deck	Abv Ground Pool	Patio
<b>Int Feat</b>	Central Vacuum	Central Vacuum	Cable Available	Central Vacuum	Central Vacuum
<b>Int Feat</b>	Cable	Security System	Whole House Fan	Cable Available	Security System
<b>Wtrfrnt/Beach</b>	No/No	No/No	No/No	No/No	No/No



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# Comparative Market Analysis

**123  
Sample Street**



**36  
Juniper Ridge Drive**



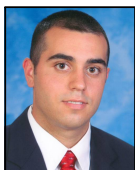
**38  
Beverly Lane**



**31  
Cedar Knoll Dr**



<b>Status</b>		S	S	S	
<b>List Price</b>		\$319,900	\$325,000	\$378,900	
<b>List\$ SqFt</b>		\$118.09	\$206.87	\$156.31	
<b>Sold Price</b>		\$303,000	\$317,500	\$345,000	
<b>Sold\$ SqFt</b>		\$111.85	\$202.10	\$142.33	
<b>Contract Date</b>		02/07/08	10/22/07	02/04/08	
<b>Sold Date</b>		03/14/08	01/11/08	02/29/08	
<b>DOM</b>		145	21	210	
<b>City</b>	Agawam	Agawam, Ma	Agawam, Ma	Agawam, Ma	
<b>Assessment</b>	\$331,600	351,200	250,600	337,700	
<b>Est Taxes</b>	\$3,919.51	4151.18	2962.09	3992	
<b>Tax Yr</b>	2007	2007	07	2007	
<b>Lot SqFt</b>	41,486	21344	20008	33105	
<b>Apprx Acres</b>	0.95	0.49	0.45	0.76	
<b>Lot Desc</b>	Paved Drive	Paved Drive	Paved Drive	Wooded	
<b>Year Built</b>	1988	1997	1992	1994	
<b>Bedrooms</b>	3	3	3	3	
<b>Bathrooms</b>	2.5	2.5	2	2.5	
<b>Total Rooms</b>	7	7	5	8	
<b>Apx Liv Ar</b>	2250 sq. ft.	2709	1571	2424	
<b>Fireplaces</b>	1	0	1	1	
<b>Style</b>	Contemporary	Colonial	Ranch	Colonial	
<b>Exterior</b>	Wood	Vinyl		Vinyl	
<b>Gar Spaces</b>	2	2	2	2	
<b>Parking</b>	Attached	Attached	Attached	Attached	
<b>Parking</b>	Garage Door Opener			Garage Door Opnr	
<b>Basement</b>	Yes, Full Bulkhead	Yes	Yes	Yes	
<b>Heating</b>	1 Forced Air, Oil	Forced Air	Central Heat	Central Heat	
<b>Cooling</b>	1 Central Air	Other (See Remar	Central Air	Central Air	
<b>Flooring</b>	Wood, Ceramic, W2W	Wood		Wood	
<b>Ext Feat</b>	Porch, Deck, Balcony	Deck		Porch	
<b>Ext Feat</b>	Sprinkler System			Deck	
<b>Int Feat</b>	Central Vacuum		Central Vacuum	Central Vacuum	
<b>Int Feat</b>	Cable		Cable Available	Security System	
<b>Wtrfrnt/Beach</b>	No/No	No/No	No/No	No/No	



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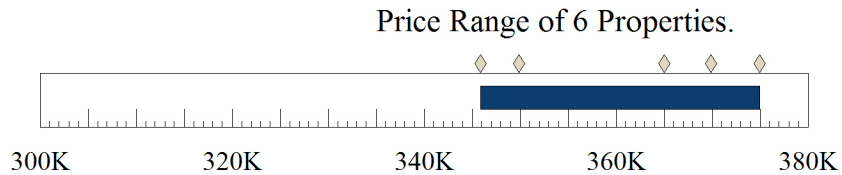
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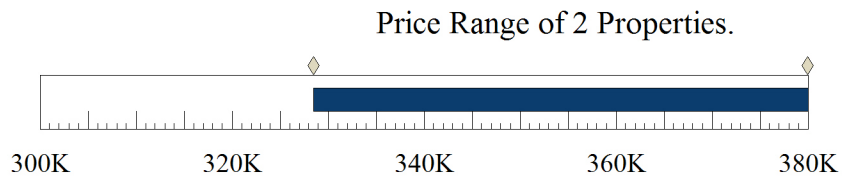


# Comparative Market Analysis Graphed by Status

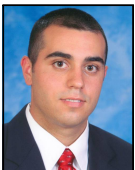
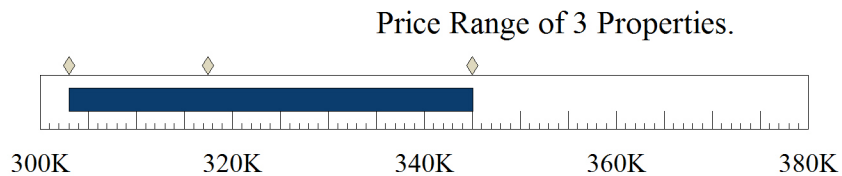
## Currently On The Market



## Under Contract



## Recently Sold

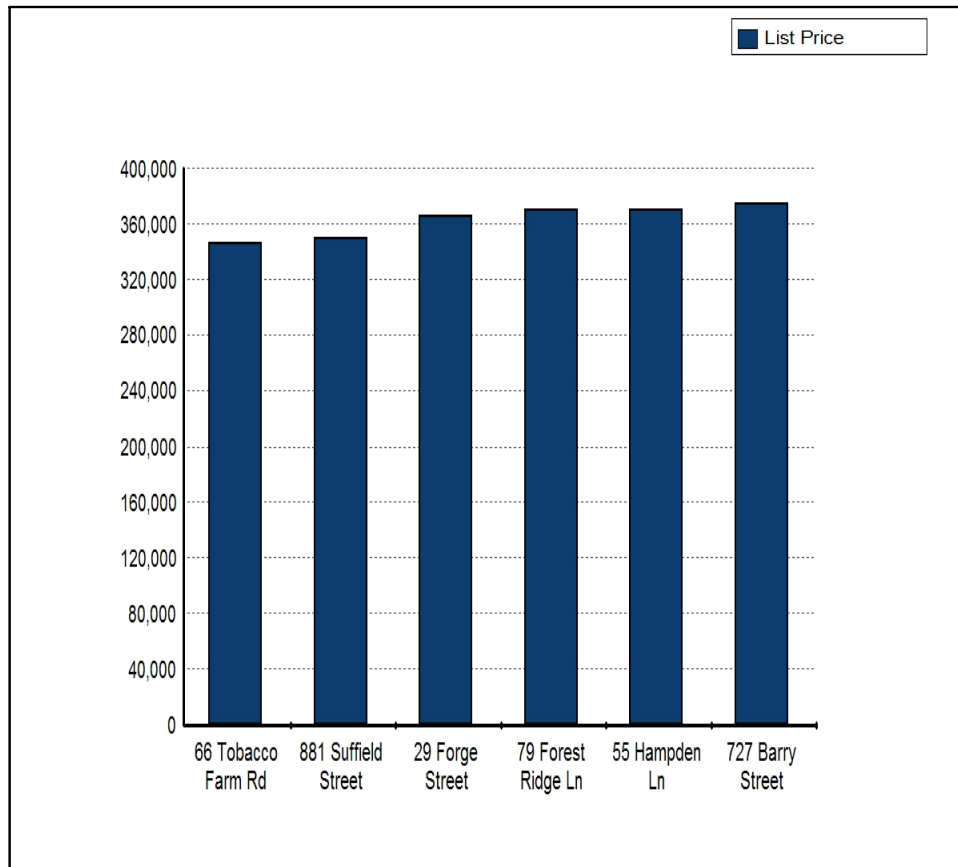


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# Comparative Market Analysis Statistics

## Graphic Analysis of Currently On The Market Properties



### Summary Statistics of 6 Properties:

Average Price: \$362,591  
High Price: \$374,950  
Low Price: \$345,900  
Median Price: \$367,450  
Average \$ per SqFt: \$167.47  
Average Year Built: 1992  
Average Days On Market: 164

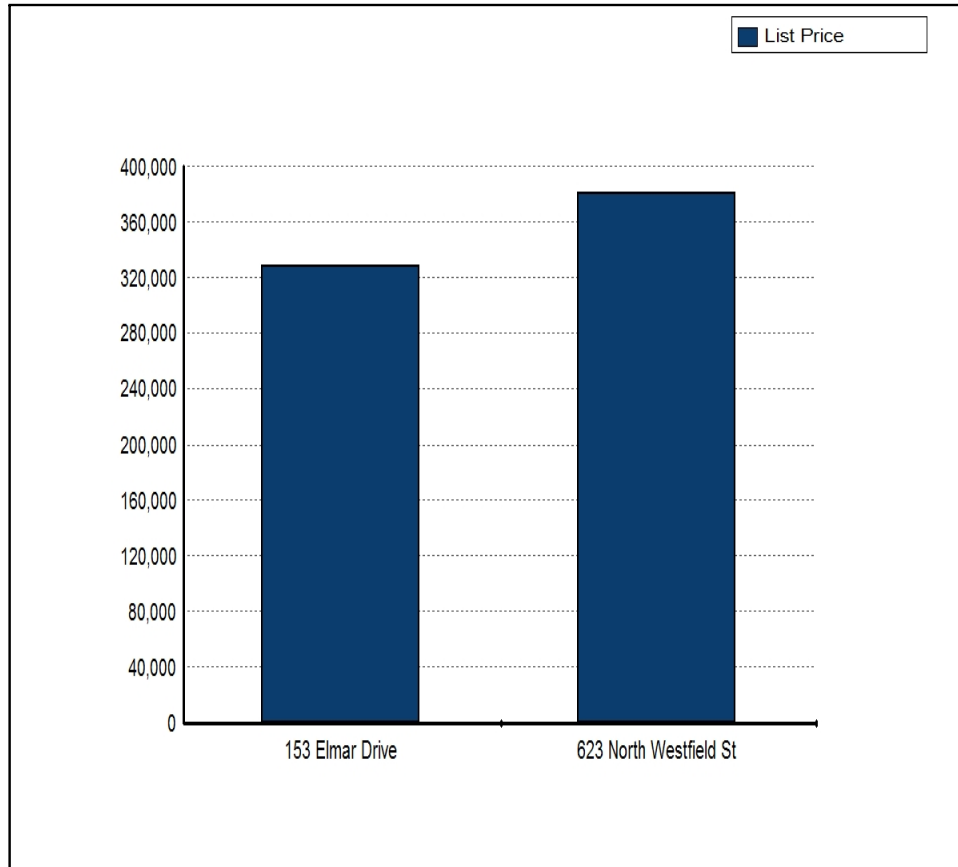


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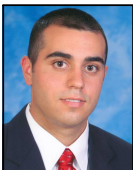
# Comparative Market Analysis Statistics

## Graphic Analysis of Under Contract Properties



### Summary Statistics of 2 Properties:

Average Price: \$354,249  
High Price: \$379,998  
Low Price: \$328,500  
Median Price: \$354,249  
Average \$ per SqFt: \$151.44  
Average Year Built: 1995  
Average Days On Market: 103

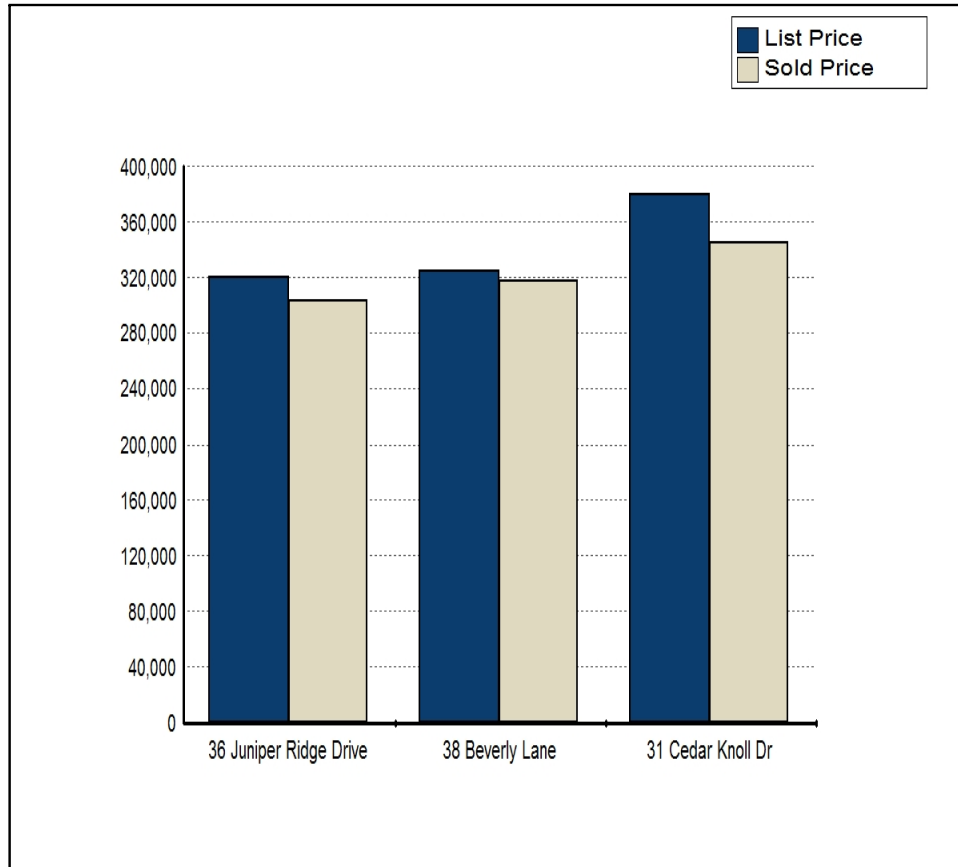


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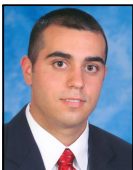
# Comparative Market Analysis Statistics

## Graphic Analysis of Recently Sold Properties



### Summary Statistics of 3 Properties:

Average Price: \$321,833  
High Price: \$345,000  
Low Price: \$303,000  
Median Price: \$317,500  
Average \$ per SqFt: \$152.09  
Average Year Built: 1994  
Average Sale Price % List Price: 94.31%  
Average Days On Market: 125



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## *Pricing Your Property to Sell*

Pricing your property correctly is crucial. You want to sell your property in a timely manner at the highest price possible. Current market conditions determine the value.

Pricing too high or too low can cost you time and money. Realistic pricing will achieve a maximum sale price in a reasonable amount of time.

Analysis of the comparable properties  
suggests a list price range of:

**\$312,178 to \$331,488**



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# Pricing Strategy

## General Rules...

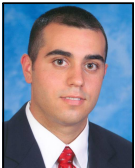
Let's review some important considerations. There are certain factors that are beyond our control and certain factors that are within our control. Those factors outside of our control are: the location of the property, the finished square feet and types of rooms and the amenities that are in place. Those factors we can control are: the appearance of the property inside and out, how aggressively we market the property and the price, including terms. It is critical for us to accept those factors that are beyond our control and to focus on pricing and preparation.

## Local Market Observations...

Our market is currently normal. Properties are not moving very fast but those that are priced right are not languishing for months on end either. Given the current interest rate situation we should continue to experience relatively low mortgage rates and thus the market should remain steady for awhile.

## Suggested Price Strategy...

My analysis of the comparable properties (including those sold, under agreement, and active competitors) suggests a list price range of \$329,900 to \$349,900. This range should achieve your primary goal which is a reasonably quick sale.



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## *Services You Will Receive*

- ◆ We will help you determine the best selling price for your home.
- ◆ We will suggest what you can do to get your home in top selling condition.
- ◆ We will develop a strategy to show your home.
- ◆ We will enter your home in the Multiple Listing System.
- ◆ We will implement the enclosed marketing plan.
- ◆ We will talk with you to review progress periodically.
- ◆ We will advise you of changes in the market climate.
- ◆ We will present all offers to you promptly and assist in evaluating them.



- ◆ We will monitor progress toward closing when a contract is accepted.
- ◆ We will monitor the appraisal and buyers loan approval.
- ◆ We will immediately advise you of events that may threaten closing.
- ◆ We will coordinate and monitor the settlement process.



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## *When An Appointment Is Made*

Agents from many real estate firms will want to show your home. Please allow any agent who calls to show your home at the suggested time. If you are not frequently available, it is suggested that you allow a lockbox to be installed on your door. You will increase your odds for a sale by allowing more qualified buyers to see your home. You do not want to miss an out-of-town transferee because your home was not able to be shown.

### *During a showing:*

- ◆ Open all draperies and window shades during daylight hours.
- ◆ Turn on all lights and replace bulbs with high wattage bulbs where needed.
- ◆ Open windows one half hour before showing to circulate fresh air.
- ◆ Open all the doors between rooms to give an inviting feeling.
- ◆ Place fresh flowers on kitchen table and/or in the living room.
- ◆ If possible, bake cookies or bread to add an inviting aroma.
- ◆ The kitchen & bathroom should sparkle.
- ◆ Pets should be confined or restricted from view. Eliminate pet odors. Not everyone may share your love of animals. Some people may be allergic to them.
- ◆ All jewelry and small valuables should be stored in a safety deposit box or in a locked closet.
- ◆ Replace any items not included in the sale, or tag them appropriately with “to be replaced with...” or “not included” signs.
- ◆ Beds should be made & clothes picked up. Bathrooms should be clean, with towels folded and toilet lid down.
- ◆ When you leave the house, please leave it as if you know it is going to be shown. You never know when the right person is going to look at it!



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# Preparing Your Home

Your home has just one chance to make a great impression with each potential buyer. And it can! The following "tricks of the trade" will help you keep track of what needs to be done. The whole idea is to present a clean, spacious clutter-free home--the kind of place you'd like to buy. Accomplish a little everyday, and before long your home will be ready to make the impression that can make the sale.

## Your Home's Curb Appeal

- Mow lawn
- Trim shrubs
- Edge gardens and walkways
- Weed and mulch
- Sweep walkways and driveway, remove branches, litter or toys
- Add color and fill in bare spots with plantings
- Remove mildew or moss from walls or walks with bleach and water or other cleaner
- Take stains off your driveway with cleanser or kitty litter
- Stack woodpile neatly
- Clean and repair patio and deck area
- Remove any outdoor furniture which is not in good repair
- Make sure pool or spa sparkles
- Replace old storm doors
- Check for flat-fitting roof shingles
- Repair broken windows and shutters, replace torn screens, make sure frames and seams have solid caulking
- Hose off exterior wood and trim, replace damaged bricks or wood
- Touch up exterior paint, repair gutters and eaves
- Clean and remove rust from any window air conditioning units
- Paint the front door and mailbox
- Add a new front door mat and consider a seasonal door decoration
- Shine brass hardware on front door, outside lighting fixtures, etc.
- Make sure doorbell is in good working order

## General Interior Tips

- Add a fresh coat of interior paint in light, neutral colors
- Shampoo carpeting, replace if necessary
- Clean and wax hardwood floors, refinish if necessary
- Clean and wash kitchen and bathroom floors
- Wash all windows, vacuum blinds, wash window sills
- Clean the fireplace
- Clean out and organize closets, add extra space by packing clothes and items you won't need again until after you've moved

- Remove extra furniture, worn rugs, and items you don't use; keep papers, toys, etc. picked up--especially on stairways
- Repair problems such as loose door knobs, cracked molding, leaking taps and toilets, squeaky doors, closets or screen doors which are off their tracks
- Add dishes of potpourri, or drop of vanilla or bath oil on light bulbs for scent
- Secure jewelry, cash and other valuables

## The Living Room

- Make it cozy and inviting, discard chipped or worn furniture and frayed or worn rugs

## The Dining Room

- Polish any visible silver and crystal
- Set the table for a formal dinner to help viewers imagine entertaining here

## The Kitchen

- Make sure appliances are spotless inside and out (try baking soda for cleaning Formica stains)
- Make sure all appliances are in perfect working order
- Clean often forgotten spots on top of refrigerator and under sink
- Wax or sponge floor to brilliant shine, clean baseboards
- Unclutter all counter space, remove countertop appliances
- Organize items inside cabinets, pre-pack anything you won't be using before you move

## The Bathrooms

- Remove all rust and mildew
- Make sure tile, fixtures, shower doors, etc. are immaculate and shining
- Make sure all fixtures are in good repair
- Replace loose caulking or grout
- Make sure lighting is bright, but soft

## The Master Bedroom

- Organize furnishings to create a spacious look with well-defined sitting, sleeping, and dressing areas

## The Garage

- Sell, give away, or throw out unnecessary items
- Clean oily cement floor
- Provide strong overhead light
- Tidy storage or work areas

## The Basement

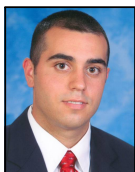
- Sell, give away, or throw out unnecessary items
- Organize and create more floor space by hanging tools and placing items on shelves
- Clean water heater and drain sediment
- Change furnace filter
- Make inspection access easy
- Clean and paint concrete floor and walls
- Provide strong overhead light

## The Attic

- Tidy up by discarding or pre-packing
- Make sure energy-saving insulation is apparent
- Make sure air vent is in working order
- Provide strong overhead lighting

## When It's Time To Show

- Make sure your property profile folder, utility bills, MLS profile, house location survey, etc. are available
- Open all draperies and shades, turn on all lights
- Pick up toys and other clutter, check to make sure beds are made and clothes are put away
- Give the carpets a quick vacuuming
- Add some strategically placed fresh flowers
- Open bathroom windows for fresh air
- Pop a spicy dessert or just a pan of cinnamon in the oven for aroma
- Turn off the television and turn on the radio music at a low volume
- Make a fire in the fireplace if appropriate
- Put pets in the backyard or arrange for a friend to keep them
- Make sure pet areas are clean and odor-free
- Make sure all trash is disposed of in neatly covered bins



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