



Comparative Market Analysis

To establish top market value of

1973 E 6850 S

Prepared for Mark Peterson
By Naomi Pickle & Brian Ball

www.anothergoodmove.com

ERA LEGACY REALTORS

1935 E Vine Street Suite 380

Salt Lake Cit, UT 84121

Phone: (801) 942-3444

Fax: (801) 943-5597



Always There For You®

Prepared for Mark Peterson
By Naomi Pickle & Brian Ball



Date: December 08, 2005

To: Mark Peterson

From: Naomi Pickle & Brian Ball

Re: Comparative Market Analysis

We know that your home is probably the most valuable possession that you have.

In fact, many of the people we serve have only the equity in their property to see them through their retirement years. With this in mind, we wish to thank you for placing your trust in us to help you with the important decisions you are considering.

Our 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 painstakingly prepared to ensure that you feel comfortable and confident as we proceed to reach this important first goal.

Additionally, you will find significant information that will help you feel confident that you are being represented by a real estate team that holds your best interest as a top priority.

We welcome the opportunity to serve you, and encourage you to contact us with any questions you may have, now, or during the marketing process. We are here to help you when ever you need.

Sincerely,

Naomi Pickle & Brian Ball



Always There For You®

Not intended to solicit business for property currently listed with another company.
All ERA offices independently owned and operated.

Prepared for Mark Peterson
By Naomi Pickle & Brian Ball



Subject Property

1973 E 6850 S

Style	Rambler	Taxes	\$1,503
Square Ft	2,160	DOM	0
Bedrooms	4	Age	44
Baths	2.25	Lot Size	.18
Parking	2 car Garage,Single	Levels	

Features:

Comments:



Always There For You®

Not intended to solicit business for property currently listed with another company.
All ERA offices independently owned and operated.



Marketing Plan

We are committed to offer the highest standards of professional service to all our customers. To assure you that your property is marketed to its fullest potential and to obtain the highest possible market value, the following in addition to other valuable services will be completed.

- Research comparable sold properties and prepare CMA to help establish fair market value
- Prepare and review seller's estimated proceeds
- Prepare and sign residential listing and marketing agreement
- Assist seller with home enhancement
- Submit property listing to Wasatch Front Regional Multiple Listing Service
- Submit listing to utahrealestate.com, realtor.com, era.com, eralegacy.com and anothergoodmove.com
- Advertise property to 12000 real estate agents along the Wasatch Front
- Order "For Sale" sign, sign post and flyer box to be installed on property
- Place lock box on property
- Record 800 number and place sign rider on property
- Schedule photographer to take photos for Virtual Tour
- Order preliminary title report for property
- Order home warranty
- Create and print customized property flyer
- Deliver property flyer to property
- Create and Mail "Just Listed" flyers to neighborhood
- Create and place full color ad in Homes Illustrated
- Showcase property in office sales meeting
- Follow-up with potential buyers from 800 number calls
- Hold open houses
- Arrange property showings for cooperating agents
- Review title report and discuss any issues with seller
- Provide feedback from cooperating agents via e-mail and website
- Contact you regularly with verbal progress reports
- Prepare and deliver Marketing Service report
- Review marketing activities
- Pre-qualify potential buyers
- Present and discuss all offers on property
- Negotiate the transaction with cooperating agent
- Finalize the closing
- Arrange for relocation agent, if required



Always There For You®



Market Analysis Explanation

The correct selling price of a home is the highest price the market will bear. To assist you in determining the correct asking price we have provided you with a comprehensive market analysis of comparable properties that have been recently offered for sale in your neighborhood.

This analysis is based strictly on homes that can be considered similar to yours, and has been specially prepared for you over the last few days.

This 'Comprehensive' property analysis is divided into four categories:

1. Similar properties that are currently listed
2. Similar properties that have recently sold
3. Similar properties that have sales pending
4. Similar properties that failed to sell

By carefully studying the comparable property locations, features, and the terms under which they are offered, we can develop a clear picture of the potential market for your property.

By looking at the properties currently listed, we can see exactly what alternatives a serious buyer has to choose from. We can be certain that we are not under pricing the property.

By looking at similar properties recently sold, we can see what homeowners have actually received over the last few months. This is the acid test that is used by lending institutions to determine how much they will be willing to lend a buyer for your home.

While we naturally want top market value for the home, we can agree that there's a point where the price would be too high. By looking at homes that didn't sell, we can accurately determine that price point and be careful not to get too close to it. By doing our homework diligently, we can get maximum dollars in a reasonably short period of time.



Always There For You®



Comparable Properties

Subject Property

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	Sale Price	\$/Sqft	DOM
1973 E 6850 S	2,160	.18	Rambler	4	2.25	2 car				0

Comparable Properties

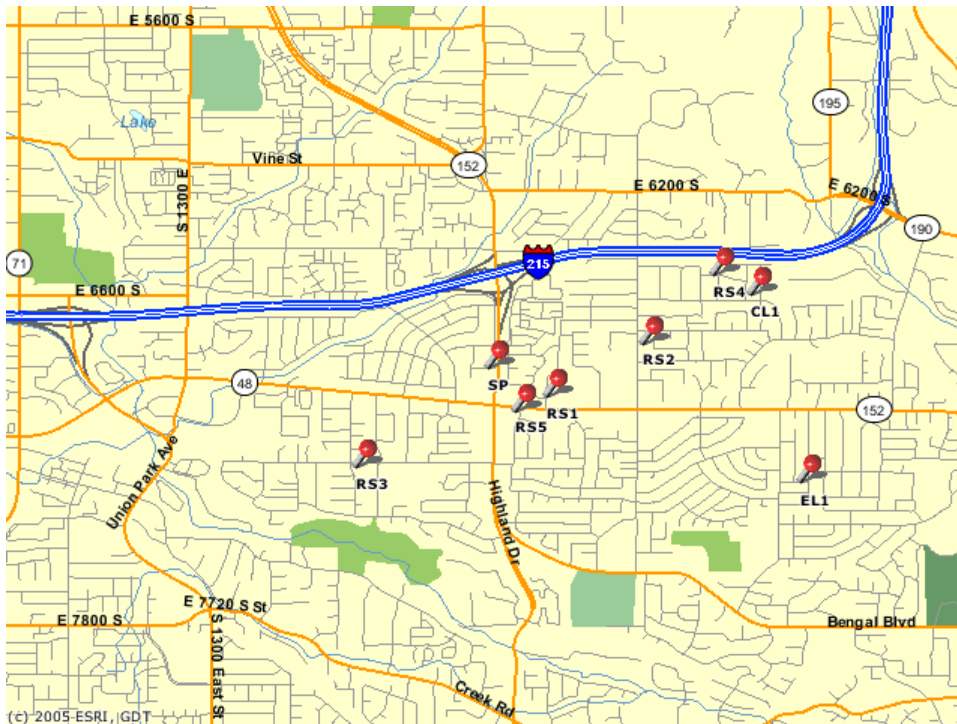
Average for comparable type	List Price	Sale Price	\$/Sqft	DOM
Current listings	\$249,900		\$116	22
Recent sales	\$206,040	\$207,780	\$95	49
Expired listings	\$205,000		\$100	71

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	Sale Price	\$/Sqft	DOM
Current listings										
6579 S 2600 E, Salt	2146	0.20	Rambler/Ra	5	3	0	\$249,900		\$116	22
Recent sales										
6950 S Nye Dr E, Salt	2352	0.20	Rambler/Ra	4	3	2 /	\$219,000	\$215,000	\$91	77
6741 S 2300 E, Salt	2076	0.18	Rambler/Ra	4	3	2 / Attached,	\$196,900	\$211,000	\$102	41
1702 E 7200 S, Salt	1914	0.18	Rambler/Ra	3	1	0	\$164,900	\$166,900	\$87	43
2507 E Country Ave	2292	0.23	Rambler/Ra	5	3	2 / 2 Car	\$234,500	\$236,000	\$103	50
2044 E 7000 S, Salt	2250	0.20	Rambler/Ra	5	2	2 / Attached,	\$214,900	\$210,000	\$93	35
Expired listings										
2755 E 7260 S, Salt	2050	0.20	Rambler/Ra	5	2	1 / Attached	\$205,000		\$100	71



Always There For You®

Map of All Comparable Properties



- Subject Property (SP) - 1973 E 6850 S, Salt Lake City, UT - \$215,000
- Current listing (CL1) - 6579 S 2600 E, Salt Lake City, UT - \$249,900
- Recent sale (RS1) - 6950 S Nye Dr E, Salt Lake City, UT - \$215,000
- Recent sale (RS2) - 6741 S 2300 E, Salt Lake City, UT - \$211,000
- Recent sale (RS3) - 1702 E 7200 S, Salt Lake City, UT - \$166,900
- Recent sale (RS4) - 2507 E Country Ave S, Cottonwood, UT - \$236,000
- Recent sale (RS5) - 2044 E 7000 S, Salt Lake City, UT - \$210,000
- Expired listing (EL1) - 2755 E 7260 S, Salt Lake City, UT - \$205,000



Always There For You®

Prepared for Mark Peterson
By Naomi Pickle & Brian Ball



Current Listings

Subject Property

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	\$/Sqft	DOM
1973 E 6850 S	2,160	.18	Rambler	4	2.25	2 car			0

Current Listings

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	\$/Sqft	DOM
Average:							\$249,900	\$116	22
6579 S 2600 E, Salt	2146	0.20	Rambler/Ranc	5	3	0	\$249,900	\$116	22



Always There For You®

Not intended to solicit business for property currently listed with another company.
All ERA offices independently owned and operated.

Current Listings

6579 S 2600 E, Salt



Salt Lake / Newtopia
Acres / 105 \$249,900
Style Rambler/Ranc
List \$/Sqft \$116
Square Ft 2146
Bedrooms 5
Baths 3
Parking 0
Taxes \$1,310
List Date 11/16/2005
DOM 22
Age 40
Lot Size 0.20
Levels

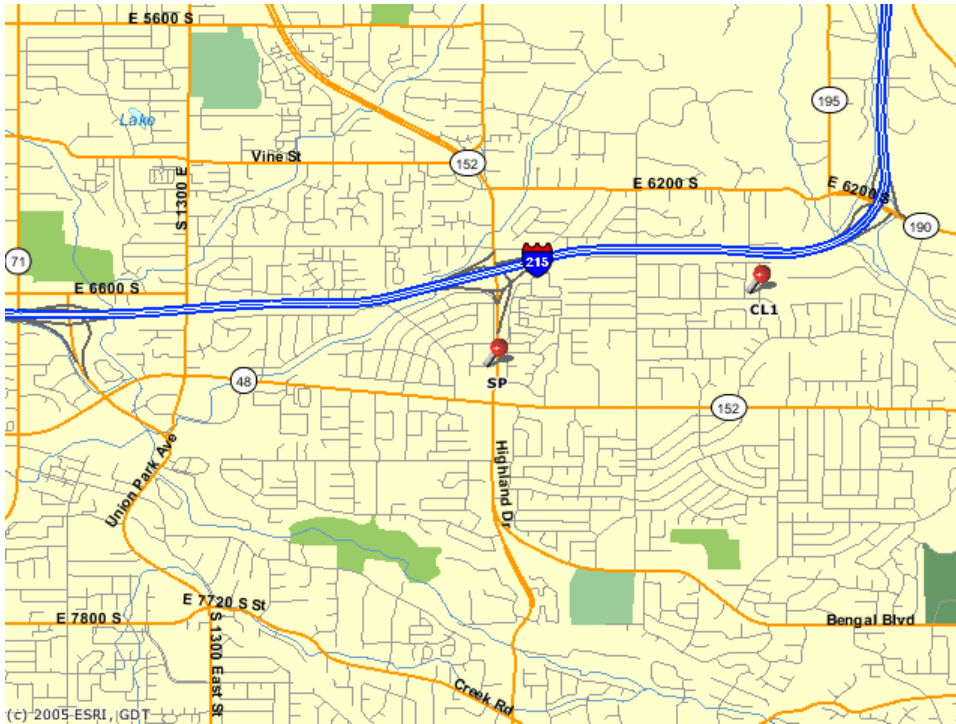
Features: Access:
Concrete, A/C: Central Air
Electric, Amen: Cable TV
wired, Bsmt: Full, Bsmt
Fin Sqft: 95, Deck: 0,

Comments: Fantastic
Home In Salt Lake City!
Sits On A Nice Lot, Full
Landscaping, Fully
Fenced, & Mature Trees.
Gorgeous Inside,
Beautifully Updated



Always There For You®

Map of Current Listings



Subject Property (SP) - 1973 E 6850 S, Salt Lake City, UT - \$215,000
Current listing (CL1) - 6579 S 2600 E, Salt Lake City, UT - \$249,900



Always There For You®

Not intended to solicit business for property currently listed with another company.
All ERA offices independently owned and operated.



Recent Sales

Subject Property

Address	SqFt	Lot size	Style	Bed	Bath	Parking	Sale Price	\$/Sqft	DOM
1973 E 6850 S	2,160	.18	Rambler	4	2.25	2 car			0

Recent Sales

Address	SqFt	Lot size	Style	Bed	Bath	Parking	Sale Price	\$/Sqft	DOM
Average:							\$207,780	\$95	49
6950 S Nye Dr E,	2352	0.20	Rambler/Ranc	4	3	2 / Detached,	\$215,000	\$91	77
6741 S 2300 E, Salt	2076	0.18	Rambler/Ranc	4	3	2 / Attached,	\$211,000	\$102	41
1702 E 7200 S, Salt	1914	0.18	Rambler/Ranc	3	1	0	\$166,900	\$87	43
2507 E Country Ave	2292	0.23	Rambler/Ranc	5	3	2 / 2 Car	\$236,000	\$103	50
2044 E 7000 S, Salt	2250	0.20	Rambler/Ranc	5	2	2 / Attached,	\$210,000	\$93	35



Always There For You®

Recent Sales

6950 S Nye Dr E, Salt



Salt Lake / Rolling Knolls / 105 \$215,000

Style	Rambler/Ran
List Price	\$219,000
List \$/Sqft	\$93
Square Ft	2352
Bedrooms	4
Baths	3
Parking	2 / Detached,
Taxes	\$1,697
Sale Date	11/7/2005
Sale \$/Sqft	\$91
DOM	77
Age	40
Lot Size	0.20
Levels	

Features: A/C: Evap. Cooler Roof, Amen: Cable TV avail, Cable TV wired, Electric Dryer Hookup,

Comments: Great Updated East Side Rambler. Updated Kitchen, Hardwood Floors, Detached Garage, Custom Paint., Elem

6741 S 2300 E, Salt



Salt Lake / Lazy Bar / 105 \$211,000

Style	Rambler/Ran
List Price	\$196,900
List \$/Sqft	\$95
Square Ft	2076
Bedrooms	4
Baths	3
Parking	2 / Attached,
Taxes	\$1,621
Sale Date	7/20/2005
Sale \$/Sqft	\$102
DOM	41
Age	44
Lot Size	0.18
Levels	

Features: Access: Concrete, A/C: Evap. Cooler Roof, Amen: Cable TV avail, Electric Dryer

Comments: Gorgeous Professional Remodel. Immaculate Throughout. New Maple Kitchen, Black Granite Counters, New Hardwood Floors. New

1702 E 7200 S, Salt



Salt Lake / 105 \$166,900

Style	Rambler/Ran
List Price	\$164,900
List \$/Sqft	\$86
Square Ft	1914
Bedrooms	3
Baths	1
Parking	0
Taxes	\$1,319
Sale Date	7/28/2005
Sale \$/Sqft	\$87
DOM	43
Age	43
Lot Size	0.18
Levels	

Features: Access: Concrete, A/C: Central Air Electric, Amen: Cable TV avail, Cable TV wired,

Comments: Location!Location!Location! This Cute Cottonwood Heights Rambler Features Hardwood Flrs, Nuetral Colors, New Vinyl

2507 E Country Ave S,



Salt Lake / 105 \$236,000

Style	Rambler/Ran
List Price	\$234,500
List \$/Sqft	\$102
Square Ft	2292
Bedrooms	5
Baths	3
Parking	2 / 2 Car
Taxes	\$1,301
Sale Date	10/3/2005
Sale \$/Sqft	\$103
DOM	50
Age	43
Lot Size	0.23
Levels	

Features: Access: Concrete, A/C: Evap. Cooler Roof, Amen: Cable TV avail, Electric Dryer

Comments: Beautiful Rambler In Cottonwood Area. 5 Bedrooms, Recently Updated. Mature Trees On Corner Lot. This One Will Go Fast! Show

Recent Sales

2044 E 7000 S, Salt



Salt Lake / Pondoray
Park / 105 \$210,000

Style Rambler/Ran
List Price \$214,900
List \$/Sqft \$96
Square Ft 2250
Bedrooms 5
Baths 2
Parking 2 / Attached,
Taxes \$1,400
Sale Date 9/2/2005
Sale \$/Sqft \$93
DOM 35
Age 43
Lot Size 0.20
Levels

Features: Access:
Concrete, A/C: Central Air
Electric, Amen: Cable TV
wired, Electric Dryer

Comments: *pride Of
Owneersip*extremely Well
Taken Care Of*please
Appt Only*call For Hidden
Key Box*key Is For Back
Door, Please Ring Door



Always There For You®

Prepared for Mark Peterson
By Naomi Pickle & Brian Ball



Pending Sales

Subject Property

Address	SqFt	Lot size	Style	Bed	Bath	Parking	Sale Price	\$/Sqft	DOM
1973 E 6850 S	2,160	.18	Rambler	4	2.25	2 car			0

Pending Sales

Address	SqFt	Lot size	Style	Bed	Bath	Parking	Sale Price	\$/Sqft	DOM
Average:									0



Always There For You[®]

Not intended to solicit business for property currently listed with another company.
All ERA offices independently owned and operated.

Prepared for Mark Peterson
By Naomi Pickle & Brian Ball



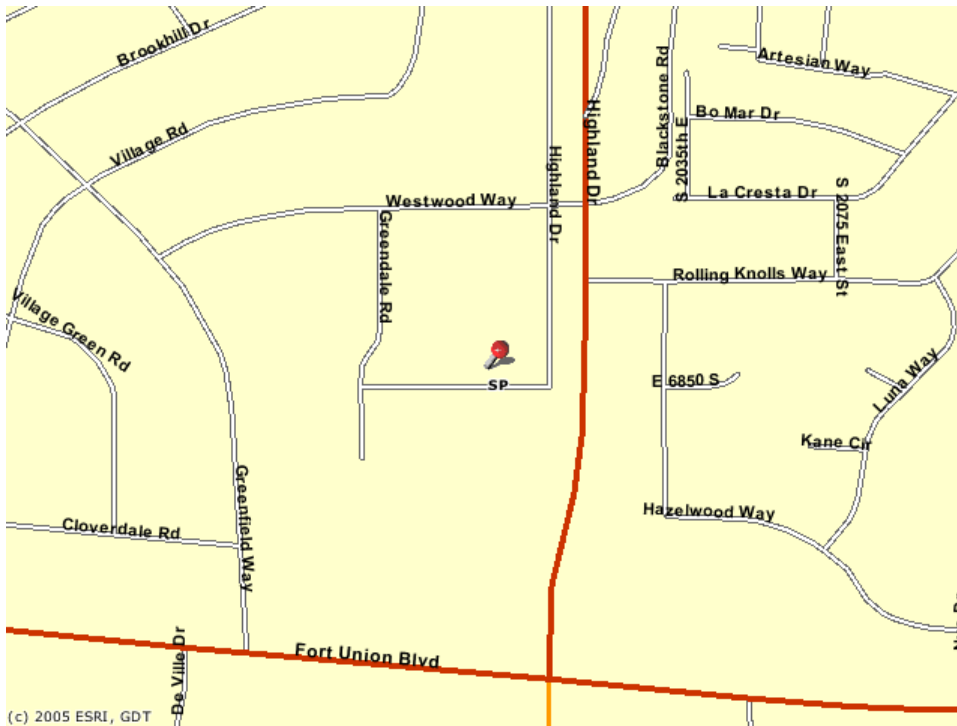
Pending Sales



Always There For You®

Not intended to solicit business for property currently listed with another company.
All ERA offices independently owned and operated.

Map of Pending Sales



Subject Property (SP) - 1973 E 6850 S, Salt Lake City, UT - \$215,000



Always There For You®

Not intended to solicit business for property currently listed with another company.
All ERA offices independently owned and operated.

Prepared for Mark Peterson
By Naomi Pickle & Brian Ball



Expired Listings

Subject Property

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	\$/Sqft	DOM
1973 E 6850 S	2,160	.18	Rambler	4	2.25	2 car			0

Expired Listings

Address	SqFt	Lot size	Style	Bed	Bath	Parking	List Price	\$/Sqft	DOM
Average:							\$205,000	\$100	71
2755 E 7260 S, Salt	2050	0.20	Rambler/Ran	5	2	1 / Attached	\$205,000	\$100	71



Always There For You®

Not intended to solicit business for property currently listed with another company.
All ERA offices independently owned and operated.

Expired Listings

2755 E 7260 S, Salt



Salt Lake / 105

\$205,000

Style Rambler/Ranc

List \$/Sqft \$100

Square Ft 2050

Bedrooms 5

Baths 2

Parking 1 / Attached

Taxes \$1,300

List Date 9/28/2005

DOM 71

Age 45

Lot Size 0.20

Levels

Features: Access:

Concrete, A/C: Central Air
Electric, Evap. Cooler Roof,
Amen: Cable TV avail,
Cable TV wired, Electric

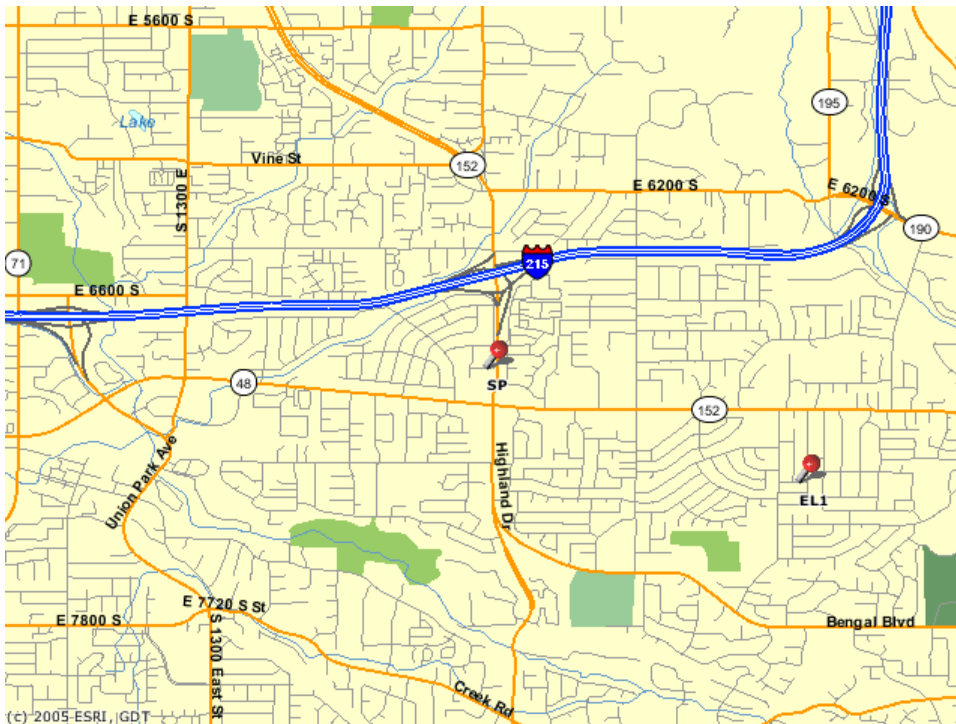
Comments: Needs Roof.

Seller Will Pay Roof
Concessions. Buyer To
Verify Sq. Footage., Elem
Schl:Butler, Junior
Schl:Butler, Senior
Schl:Brighton, Schl



Always There For You®

Map of Expired Listings



Subject Property (SP) - 1973 E 6850 S, Salt Lake City, UT - \$215,000
Expired listing (EL1) - 2755 E 7260 S, Salt Lake City, UT - \$205,000

Prepared for Mark Peterson
By Naomi Pickle & Brian Ball



Price Recommendation

The recommended list price is based on comparable properties that have recently sold in your area.

Recommended List Price: \$215,000
Average Sale Price: \$207,780

A home priced at market value will attract more buyers than a home priced above market value. Also consider that a home priced competitively will attract a greater number of potential buyers and increase your chances for a quick sale.

We look forward to working together with you to get your home sold as soon as possible.



Always There For You®

Not intended to solicit business for property currently listed with another company.
All ERA offices independently owned and operated.



Our Commitment to You

1) ACCURATE EVALUATION

The correct selling price of a home is the highest price that the market will bear. To assist you in determining the correct asking price we provide you with a comprehensive market analysis of comparable properties sold and offered for sale in your neighborhood.

2) PROFESSIONAL ADVICE

We will advise you of any necessary repairs and how you may best prepare your home for showing. You will be kept up to date on the state of the market, the sale of similar properties and any other factors which may affect the progress of the sale.

3) PROMOTION OF YOUR HOME TO OTHER REALTORS

The major selling points of your home will be distributed to other real estate firms throughout the community.

4) SIGNAGE

The highly respected ERA Legacy Realtors advertises your property 24 hours a day.

5) NOTIFY PURCHASERS

We will use our advanced computer system to identify people who have been looking for homes in your neighborhood. They will be contacted and given the details of your property.

6) OPEN HOUSES

If appropriate, open houses will be arranged and held during reasonable hours.

7) ADVERTISING

We will advertise your home in appropriate publications and communicate our results to you.

8) PROGRESS REPORT

Every step in the sales effort will be documented. Our Progress Report will keep you up to date.

9) PRE-APPROVED MORTGAGES AND FINANCING GUIDANCE

We offer pre-approved mortgages which encourage buyers by letting them know the mortgage potential in advance. Your ERA Legacy Realtors representative will provide professional financing guidance to both the buyer and the seller.



Always There For You®