

68 The Strand Ave Valuation

*Google Map Location

Step 1 of 2

Created on: Oct 23rd ,2014

For: John Doe

By: Adrian McStravick

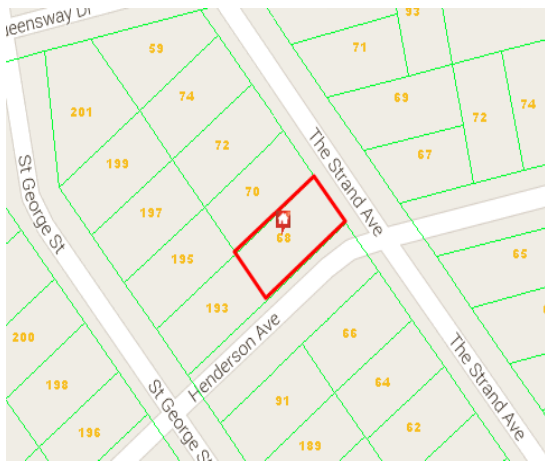
☐

Included in this report:

1. MPAC value assessment
2. Neighbourhood & area market analysis
3. Sample step 2 of 2 (CMA) & Marketing Plan



1. MPAC Value Assessment



Address:	68 The Strand Ave	Perimeter:	120 m
Municipality:	Brantford	Area:	770 m ²
Land Registry Status:	ACTIVE	Frontage:	66 ft
Assessment Roll #:	290602001110300	Depth:	132 ft
2014 Tax Year Phased In Assessment:	\$249,000.00*	Property Type:	Single Family Residential
Assessed Value based on January 1, 2012:	\$262,000.00*		

The numbers above are from MPAC (Municipal Property Assessment Corporation) a.k.a the tax office. This number is what they base your property taxes from and use a multiple of 1.442653% to calculate property taxes for the year (e.g. assessed value x 1.442653% = property tax)

*Keep in mind: the assessed value **DOES NOT** necessarily mean your home would sell for that in today's market (*this number may be too low*). In order to get a better understanding of the value of your home we must look at what is going on in your neighborhood and also do a Comparative Market Analysis.

2. Neighborhood & Area Market Analysis



47 HOBART CR	SALE	\$269,900	\$269,900
2 FIELDGATE DR	SALE	\$279,900	\$269,900
72 GILLIN RD	SALE	\$273,900	\$270,000
31 GILLIN RD	SALE	\$274,900	\$275,000
27 COXWELL CR	SALE	\$299,900	\$289,000
18 CHILDERHOSE CR	SALE	\$294,900	\$290,000
40 LYNDEN HILL CR	SALE	\$289,900	\$290,000
67 CHILDERHOSE CR	SALE	↓ \$294,900	\$291,000
3 CORAL CR	SALE	\$299,900	\$295,000
3 MAJESTIC CR	SALE	\$314,900	\$309,000

Top Sales Since Last Year

Current Marketplace

Active Listings in Your Area:

- 14 homes for sale Now



For the Past Year

Total Sold Listings (last 12mths.)

- 103 Homes Sold

Hi John Doe,

Thanks for visiting my website and filling out the form to find the value of your home. I think by now you have a better understanding of the current real estate market in your area.

As you can see above the sales price ranges quite a bit for your type of home. Variables, such as market conditions, property upgrades, square footage, exterior finish and condition of the property, all determine how much your home is worth. To better establish the value of your home: **a Comparative Market Analysis (CMA) & Marketing Plan should be done.** The next page is an example of step 2 in the valuation process.

If you would like this done for your home I offer this service free of charge & no obligation, just contact me and we can set up a date/time to get this done.

I look forward to hearing from you.

Sincerely,



ADRIAN MCSTRAVICK

Sales representative

Cell/txt: 519 755 8816
adrianmcstravick@remax.net



3. Sample Step 2 of 2: CMA & In Home Valuation Process

SWOT Analysis

Strengths <ul style="list-style-type: none"> - under 5 years old - no updating required 	Weaknesses <ul style="list-style-type: none"> - taxes - master bath size
Opportunities <ul style="list-style-type: none"> - small house on the block (compared to larger ones) - basement can be finished 	Threats <ul style="list-style-type: none"> - new builds in other neighbourhoods - main road down the road

Strengths/Weakness/Opportunity/Threats Analysis – Taking a look at the subjective aspects of your home and how to adjust the value based on these points

Direct Comparable Sales Analysis

Brantford 31 DAVIDSON CT \$ 329,900

District: Brantford - Echo Place/Brandeia - 2052 Residential
 Style: 2STRY DETAC Poss: 60DAYS/TBA H3123996 - Sold
 Bedrooms: 3 Tx Applic: N Pool: N
 #FB/#HB: 2/1 Zoning: Garage: Y
 Lot Size: 36.09 x 109.91 (Imperial)
 Age: 2-5 Years Sq Ft: DOM: 23
 Features: AUTOD, CTCL, EATK, EBATH, R2-CV, DINRM, W-CLD
 Listing Brokerage: RE/MAX Escarpment Realty Inc.

Brantford 52 HANCOCK DRIVE \$ 339,900

District: Brantford - Echo Place/Brandeia - 2052 Residential
 Style: 2STRY DETAC Poss: TBA B38826 - Sold
 Bedrooms: 4 Tx Applic: Pool: N
 #FB/#HB: 3/1 Zoning: Garage: Y
 Lot Size: 36.00 wide (Imperial)
 Age: 6-10 Years Sq Ft: DOM: 84 dys
 Features:
 Listing Brokerage: RE/MAX TWIN CITY REALTY INC. and RE/MAX TWIN CITY REALTY INC.

Brantford 31 DAVIDSON CT \$ 329,900

District: Brantford - Echo Place/Brandeia - 2052 Residential
 Style: 2STRY DETAC Poss: 60DAYS/TBA H3123996 - Sold
 Bedrooms: 3 Tx Applic: N Pool: N
 #FB/#HB: 2/1 Zoning: Garage: Y
 Lot Size: 36.09 x 109.91 (Imperial)
 Age: 2-5 Years Sq Ft: DOM: 23 dys 23 dy
 Features: AUTOD, CTCL, EATK, EBATH, R2-CV, DINRM, W-CLD
 Listing Brokerage: RE/MAX Escarpment Realty Inc.

Hamilton 32 STEPHENSON RD \$ 344,900

District: Brantford - Echo Place/Brandeia - 2052 Residential
 Style: 2STRY DETAC Poss: TBD H3128146 - Sold
 Bedrooms: 3+0 Tx Applic: N Pool: N
 #FB/#HB: 2/1 Zoning: Garage: Y
 Lot Size: 36' x 109' (Imperial)
 Age: 2-5 Years Sq Ft: 1943 +/- DOM: 9 dys 9 dys
 Features: AUTOD, DINRM, EATK, EBATH, HDWD, HFFAM, ST-RM, W-CLD
 Listing Brokerage: One Percent Realty Ltd.

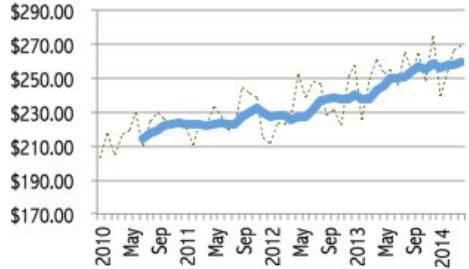
Direct Comparable Analysis – homes most like yours that has sold recently. Finding these listings is key to determining value. Can only be done if we know all aspects of your home

Itemized Improvements Since Purchase

Item	Investment
New backplash	\$900
A/c install	\$2,400
20'x20' deck	\$2,500
Painting	\$900
Total Improvements	\$6,700

Recent Improvements – what is the cost of your improvements and what % of this cost can you add to value? We have tools that pinpoint this for you

Month-Month Average Sale Price Trend – YOUR NEIGHBOURHOOD

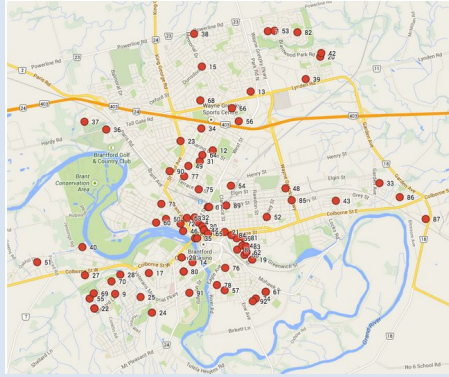


Average Sales Price Change – Key percentage figure used to add/deduct from the value of your home. In Brantford values range from 2-6% per year and allocating the right % is key to value

3. Sample Step 2 of 2: Marketing Plan (online version @ mybrantfordhome.com)

Marketing is the most important aspect of valuing your home because the efforts put into the marketing activities give you the best chance of yielding the best results from the sale of your home.

I have a suite of marketing tools and have a repeatable system that benefits my clients when selling their home. Add my track record and experience in real estate and you have the best chances of netting the most from your home.



Map of my individual sales last year

61 Separate transactions in 2013

Experience + Results = best chance of more \$ from your sale

1	RESEARCH	This is the first step in getting your home sold. We will come in for a no-obligation consultation and do a Comparative Market Analysis (CMA) of the property to educate you on the current real estate market conditions and also to suggest a list price for the home.
2	PREPARING	During the consultation we will suggest (if needed) some items to address in order to showcase the home better. We also offer in-home staging from a professional stager – if need be.
3	PROFESSIONAL PHOTOGRAPHY	We take professional high res photos with digital DSLR cameras. Our cameras also have widescreen imaging capabilities in order to capture the essence of a whole room. Our photos are then edited to create a photo that best captures a room and showcases it in the best light.
4	SOCIAL MEDIA EXPOSURE	This is the wave of the future when it comes to advertising online. More than 80% of us log in everyday to look on Facebook and Youtube is the 3rd largest search engine. We use social media in the best ways to expose your property to many potential buyers. We use the best strategies to leverage the marketing of your home through social media. Click on the icon to see our respective links.
5	OPEN HOUSE SCHEDULE & CALENDAR OF EVENTS	Guaranteed in the 1st week of listing to host an open house. We generally get 15-25 groups through our open houses – not just neighbours or “looky-lous”, we get quality buyers through by using simple methods to get them to come to the open house. Here is the Open House schedule as well as the typical tasks involved in the first month of your home being listed.
6	PRINT ADVERTISING	In Brantford there are 2 main publications (Expositor & Brant News). We have dedicated spot in both to showcase your home every week and get your home seen by more buyers.
7	PRO-ACTIVE MARKETING	This is why you hire us. We speak to nearly 40-50 people EVERYDAY in all matters real estate. We promote you property to prospective buyers, realtors, cold calls, door knocks, our sphere of influence, the list goes on.
8	Re/Max BRAND & AGENT NETWORKING	We work in the brokerage with over 1/3 of the sales in our marketplace. Chances are if you sell you will sell with someone working at Re/Max. The brand is also recognized world wide and part of a wide referral network exclusive to Re/Max agents.
9	INTERNET & REALTOR DATABASES	Your home will be exposed on our website (mybrantfordhome.com) with all multimedia outlets as well as the national Realtor databases such as mls & realtor.ca