

Comparative Market Analysis

Prepared for:

10/18/2007

Subject Property:
, Seattle, WA 98108

Prepared by:

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Comparative Market Analysis

Statement of Intent

The attached Comparative Market Analysis (CMA) or Opinion of Value is being done for the purpose of marketing the said property (subject property) in competition with properties of similar size, style, age, and area of close proximity. This CMA is not intended to meet any requirements of the Uniform Standards of Appraisal Practice and any value suggested is not intended to be arrived at by any method of appraisal. If an appraisal is desired, the services for a competent, professionally licensed appraiser should be attained.

John L. Scott Real Estate has no present or contemplated future interest in the property in question; neither the employment to make the CMA nor the compensation for it is contingent upon the estimated value of the property.

John L. Scott Real Estate has no responsibility for matters of legal nature affecting the subject property or the title thereto, nor does John L. Scott Real Estate render any opinion as to the title, which is assumed to be good and marketable. The property is valued as though under responsible ownership. Any sketches included in this report may show approximate dimensions and are included to assist the reader in visualizing the property. John L. Scott Real Estate has made no survey of the property. John L. Scott Real Estate is not required to give testimony or appear in court because of having made the CMA with reference to the property in question. John L. Scott Real Estate assumes that there are no hidden or unapparent conditions of the property, subsoil, or structures that would render it more or less valuable. John L. Scott Real Estate assumes no responsibility for such conditions, or for engineering that might be required to discover such factors.

REALTOR® Signature

Subject Property

Seattle, WA

Property Details:

City	Seattle	Levels	3	Garage Spaces	1
Neighborhood	385/New Holly	Exterior	Metal/Vinyl/Wood	Sewer	Connected
Bedrooms	3	View		# of Fireplaces	
Bathrooms	2.50	Roofing	Composition	School District	
Year Built	2002	Basement	Garage	High School	
Fin SqFt	1,880 SQFT	Heat/Cool	Natural Gas	Middle School	
Lot Desc	Fenced Yard	Style	32-Townhouse	Elementary	
Lot Size	0.05 Acres	Parking	Covered		

Remarks:

Amenities:

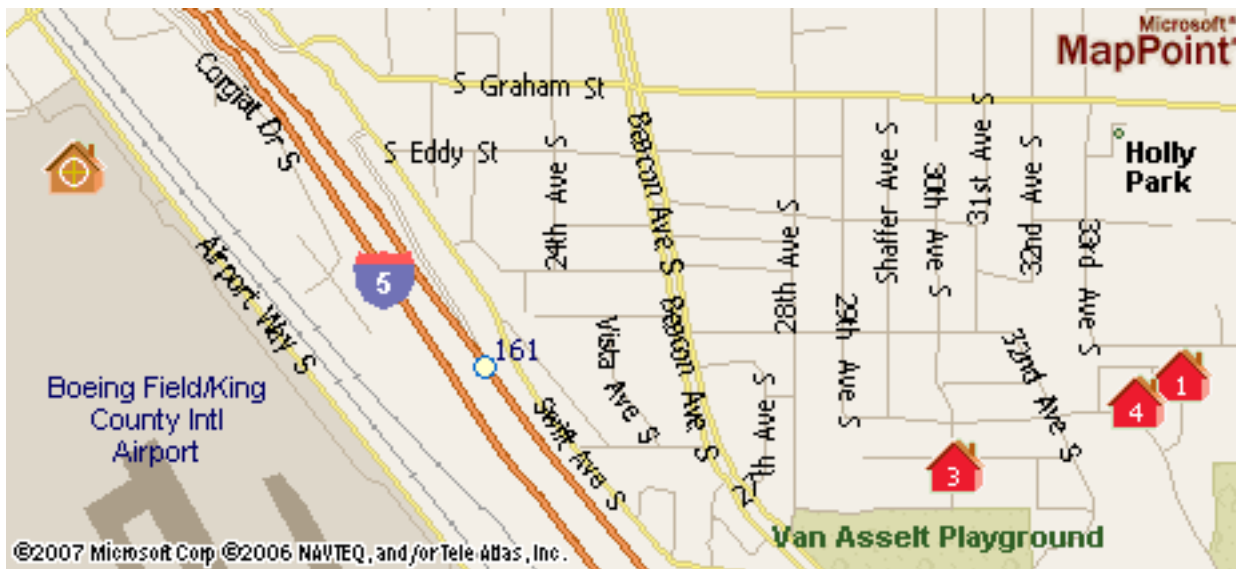
Other Rooms:

List of Sold Comparable Properties

Subject Property

Seattle, WA 98108

Date: 10/18/2007



Legend:  Subject Property  Sold Property

#	Address	Sold Date	Sold Price
1	6716 35th Pl S Seattle	2/28/2007	\$397,000
2	6904 30 Ave S Seattle	4/18/2007	\$370,000
3	6908 30th Ave S Seattle	5/2/2007	\$360,000
4	6721 34th Pl S Seattle	7/5/2006	\$344,000

Sold Property

(Recently Sold Property)



6716 35th PI S
Seattle, WA

List Price: \$395,000
Sold Price: \$397,000
Days on Market: 5

Property Details:

City	Seattle	Levels		Garage Spaces	1
Neighborhood	Beacon Hill	Exterior	Metal/Vinyl Siding, Wood ...	Sewer	Sewer
Bedrooms	3	View	Territorial View	# of Fireplaces	0
Bathrooms	3.00	Roofing	Composition Roof	School District	Seattle
Year Built	2002	Basement	Basement	High School	
Fin SqFt	1,890 SQFT	Heat/Cool	Forced Air Heat	Middle School	
Lot Desc	0.04 Acres	Style	Contemporary, Townhouse	Elementary	
Lot Size	0.04 Acres	Parking			

Remarks: Modern Mint condition three bedroom, three bathroom home in the popular New Holly Phase II development. This home borders a greenbelt so it has privacy and a nice territorial outlook. Soaring spaces on multiple levels. Great for dramatic art. Large garage with separate work room. Large family/TV room with french doors to fenced garden. Owner has installed Air Conditioning with air filtering. Wood flooring and carpeting. Gas appliances and all the appliances stay. 2 master suites! Big!

Amenities: Basement, Ceiling Fan(s), Double Pane/Storm Windows, Security System, Vaulted Ceilings, Deck and/or Patio, Dog Run, Fenced Yard, Fully, Garage, Garden Area, Designated, Other Site Feature, Game or Recreational Room, Hardwood Floors, Vinyl Floors, Wall-to-Wall Carpet

Other Rooms: Bathroom Off Master Bedroom, Dining Room, Family Room/Great Room, Utility Room

Sold Property

(Recently Sold Property)



6904 30 Ave S
Seattle, WA

List Price: \$370,000
Sold Price: \$370,000
Days on Market: 50

Property Details:

City	Seattle	Levels		Garage Spaces	1
Neighborhood	Beacon Hill	Exterior	Metal/Vinyl Siding	Sewer	Sewer
Bedrooms	3	View		# of Fireplaces	0
Bathrooms	2.50	Roofing	Composition Roof	School District	Seattle
Year Built	2001	Basement		High School	
Fin SqFt	1,890 SQFT	Heat/Cool	Forced Air Heat, Radiant ...	Middle School	
Lot Desc	0.04 Acres	Style	Townhouse	Elementary	
Lot Size	0.04 Acres	Parking			

Remarks: Beautiful Craftsman style home in the sought after NewHolly neighborhood. Conveniently located on Beacon Hill and walking distance to the New Othello Light Rail Station. This home features great layout, new bamboo flooring, designer paint, and great open kitchen/dining area. Open staircase leads up to 3 bedrooms including large master suite with custom built walk-in closet & 2.5 baths. Relaxing, sunny back yard and very stylish landscaping. All this and a large garage with tons of storage!

Amenities: Double Pane/Storm Windows, Security System, Walk-in Closet, Garage, Garden Area, Designated

Other Rooms: Bathroom Off Master Bedroom, Den/Library/Office, Dining Room, Utility Room

Sold Property

(Recently Sold Property)



6908 30th Ave S
Seattle, WA

List Price: \$365,000
Sold Price: \$360,000
Days on Market: 28

Property Details:

City	Seattle	Levels		Garage Spaces	1
Neighborhood	Seattle	Exterior	Metal/Vinyl Siding	Sewer	Sewer
Bedrooms	3	View	Territorial View	# of Fireplaces	0
Bathrooms	2.50	Roofing	Composition Roof	School District	Seattle
Year Built	2001	Basement		High School	
Fin SqFt	1,890 SQFT	Heat/Cool	Forced Air Heat, Radiant ...	Middle School	
Lot Desc	0.06 Acres	Style	Townhouse	Elementary	
Lot Size	0.06 Acres	Parking			

Remarks: Desirable end unit priced to sell! A must see in New Holly on Beacon Hill! Blocks from the New Othello Light Rail Station. This bright open floor plan features a huge kit/din area and spacious living room. Vaulted staircase leads up to 3 BRs including large master suite with walk-in closet and double sink master bath. Beautifully landscaped yards come complete with apple trees and raspberry bushes. 2 community centers, a Library, 4 parks and a police station all within 4 blocks.

Amenities: Double Pane/Storm Windows, Pantry, Security System, Walk-in Closet, Fruit Trees on Property, Garage, Garden Area, Designated, Vinyl Floors, Wall-to-Wall Carpet

Other Rooms: Bathroom Off Master Bedroom, Dining Room, Utility Room

Sold Property

(Recently Sold Property)



6721 34th PI S
Seattle, WA

List Price: \$339,000
Sold Price: \$344,000
Days on Market: 12

Property Details:

City	Seattle	Levels		Garage Spaces	1
Neighborhood	Beacon Hill	Exterior	Metal/Vinyl Siding, Wood ...	Sewer	Sewer
Bedrooms	3	View	Mountain View, Partial Vi...	# of Fireplaces	1
Bathrooms	2.50	Roofing	Composition Roof	School District	Seattle
Year Built	2003	Basement	Basement	High School	Buyer To Verify
Fin SqFt	1,908 SQFT	Heat/Cool	Forced Air Heat	Middle School	Buyer To Verify
Lot Desc	0.04 Acres	Style	Contemporary, Townhouse	Elementary	Buyer To Verify
Lot Size	0.04 Acres	Parking			

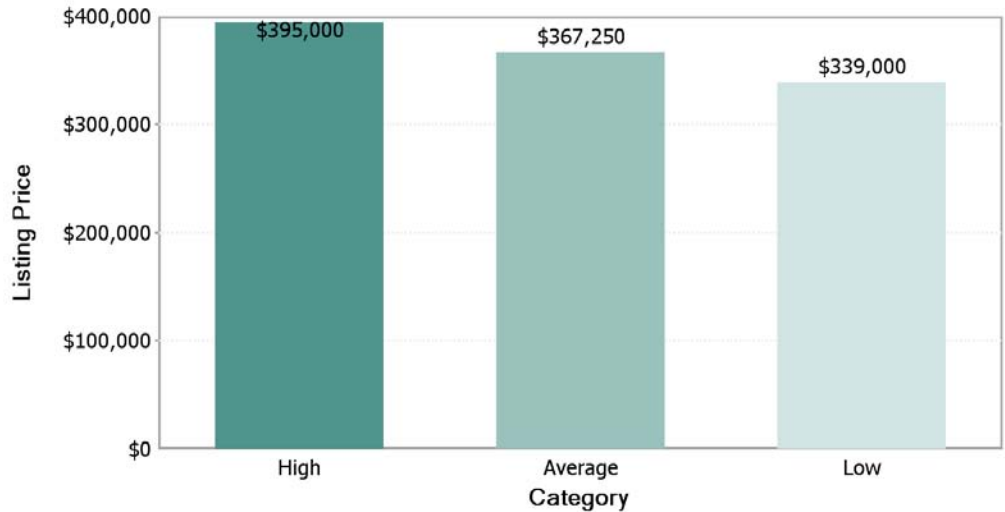
Remarks: Easy downtown access, spacious 3-bedroom end unit w/peaceful park view from kitchen/dining room, main floor all hardwood, gas fireplace in large living room. Owner's suite (king-sized beds welcome!) has double closets & full bath. 2nd full bath up; 1/2 on main. Designer paint, light fixtures & switches. Windows w/high end blinds front, back & side for light & airflow, efficient gas forced air heat; unfinished bonus room down. And your own landscaped private patio space, complete with fire pit!

Amenities: Basement, Double Pane/Storm Windows, Pantry, Security System, Deck and/or Patio, Fenced Yard, Hardwood Floors, Slate Floors, Vinyl Floors, Wall-to-Wall Carpet

Other Rooms: Bathroom Off Master Bedroom, Dining Room

Sold Properties Analysis

Subject Property:
 , Seattle, WA 98108



Summary of Comparable Properties: 10/18/2007

Address	List Price	Sold Price	DOM	%Chng	\$/SqFt
6716 35th Pl S	\$395,000	\$397,000	5	0.51%	\$210
6904 30 Ave S	\$370,000	\$370,000	50	0.00%	\$195
6908 30th Ave S	\$365,000	\$360,000	28	-1.37%	\$190
6721 34th Pl S	\$339,000	\$344,000	12	1.47%	\$180
Average:	\$367,250	\$367,750	23	0.15%	\$193

Property Comparison

Property Attribute	Subject Property	Comp Property 1	Comp Property 2	Comp Property 3
Status		Sold	Sold	Sold
Address		6716 35th Pl S	6904 30 Ave S	6908 30th Ave S
City	Seattle	Seattle	Seattle	Seattle
State	WA	WA	WA	WA
Zip	98108	98118	98108	98108
County	King	King	King	King
Area	Central Seattle Indu...	Central Seattle Indu...	Central Seattle Indu...	Central Seattle/Madi...
Neighborhood	385/New Holly	Beacon Hill	Beacon Hill	Seattle
List Date		2/2/2007	2/8/2007	2/28/2007
List Price		\$395,000	\$370,000	\$365,000
Sold Date		2/28/2007	4/18/2007	5/2/2007
Sold Price		\$397,000	\$370,000	\$360,000
Days On Market		5	50	28
List Price/SqFt		\$208	\$195	\$193
Sold Price/SqFt		\$210	\$195	\$190
Sold/List Price Ratio		0.51%	0.00%	-1.37%
Bedrooms	3	3	3	3
Bathrooms	2.50	3.00	2.50	2.50
Year Built	2002	2002	2001	2001
Finished SqFt	1,880 SQFT	1,890 SQFT	1,890 SQFT	1,890 SQFT
Lot Desc	Fenced Yard			
Lot Size	0.05 Acres	0.04 Acres	0.04 Acres	0.06 Acres
Style	32-Townhouse	Contemporary, Townho...	Townhouse	Townhouse
Levels	3			
Exterior	Metal/Vinyl/Wood	Metal/Vinyl Siding, ...	Metal/Vinyl Siding	Metal/Vinyl Siding
View		Territorial View		Territorial View
Waterfront				
Roofing	Composition	Composition Roof	Composition Roof	Composition Roof
Basement	Garage	Basement		
Heating/Cooling	Natural Gas	Forced Air Heat	Forced Air Heat, Rad...	Forced Air Heat, Rad...
Parking	Covered			
Garage Spaces	1	1	1	1
Sewer	Connected	Sewer	Sewer	Sewer
# Fireplaces		0	0	0
Amenities		Basement, Ceiling Fa...	Double Pane/Storm Wi...	Double Pane/Storm Wi...
Other Rooms		Bathroom Off Master ...	Bathroom Off Master ...	Bathroom Off Master ...
School District		Seattle	Seattle	Seattle
High School				
Middle School				
Elementary School				

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John L. Scott - Seattle - Lakeside

Property Comparison

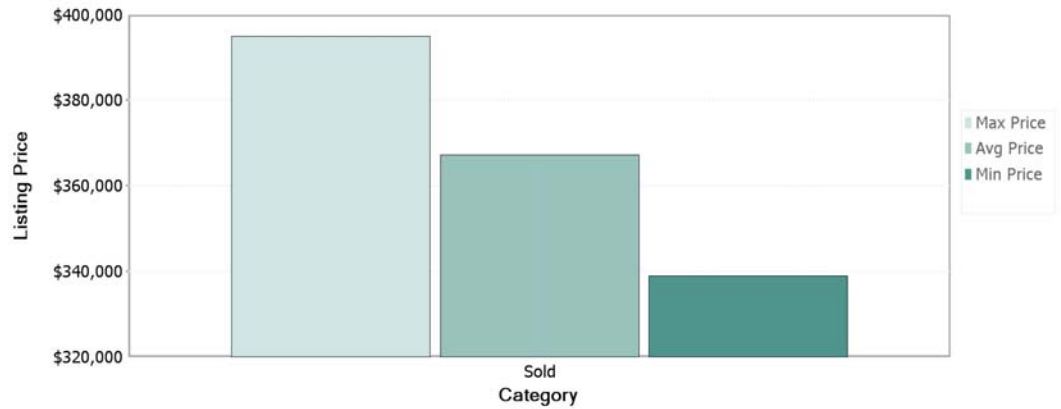
Property Attribute	Subject Property	Comp Property 4	Comp Property 5
Status		Sold	Failed
Address		6721 34th Pl S	6527 31 Ave S
City	Seattle	Seattle	Seattle
State	WA	WA	WA
Zip	98108	98118	98108
County	King	King	King
Area	Central Seattle Indu...	Central Seattle Indu...	Central Seattle Indu...
Neighborhood	385/New Holly	Beacon Hill	Beacon Hill
List Date		5/26/2006	7/21/2006
List Price		\$339,000	\$379,800
Sold Date		7/5/2006	1/1/1800
Sold Price		\$344,000	
Days On Market		12	365
List Price/SqFt		\$177	\$254
Sold Price/SqFt		\$180	
Sold/List Price Ratio		1.47%	
Bedrooms	3	3	3
Bathrooms	2.50	2.50	2.50
Year Built	2002	2003	2001
Finished SqFt	1,880 SQFT	1,908 SQFT	1,490 SQFT
Lot Desc	Fenced Yard		
Lot Size	0.05 Acres	0.04 Acres	0 Acres
Style	32-Townhouse	Contemporary, Townho...	Craftsman
Levels	3		2 story
Exterior	Metal/Vinyl/Wood	Metal/Vinyl Siding, ...	Metal/Vinyl Siding, ...
View		Mountain View, Parti...	
Waterfront			
Roofing	Composition	Composition Roof	Composition Roof
Basement	Garage	Basement	
Heating/Cooling	Natural Gas	Forced Air Heat	Radiant Heat
Parking	Covered		
Garage Spaces	1	1	1
Sewer	Connected	Sewer	Sewer
# Fireplaces		1	0
Amenities		Basement, Double Pan...	Double Pane/Storm Wi...
Other Rooms		Bathroom Off Master ...	Family Room/Great Ro...
School District		Seattle	Seattle
High School		Buyer To Verify	
Middle School		Buyer To Verify	
Elementary School		Buyer To Verify	

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John L. Scott - Seattle - Lakeside

John L. Scott
REAL ESTATE

Comparative Market Summary Analysis

Subject Property:
 , Seattle, WA 98108



Listing Category	Lowest Price	Highest Price	Avg Price	Avg \$/SqFt	Avg DOM
Active					
Pending					
Sold	\$344,000	\$397,000	\$367,750	\$193	23
Blended Average:	\$344,000	\$397,000	\$367,750	\$193	23

Estimated Property Value:

Analysis of the comparable properties suggests a market value of:

 \$365,000 to \$375,000

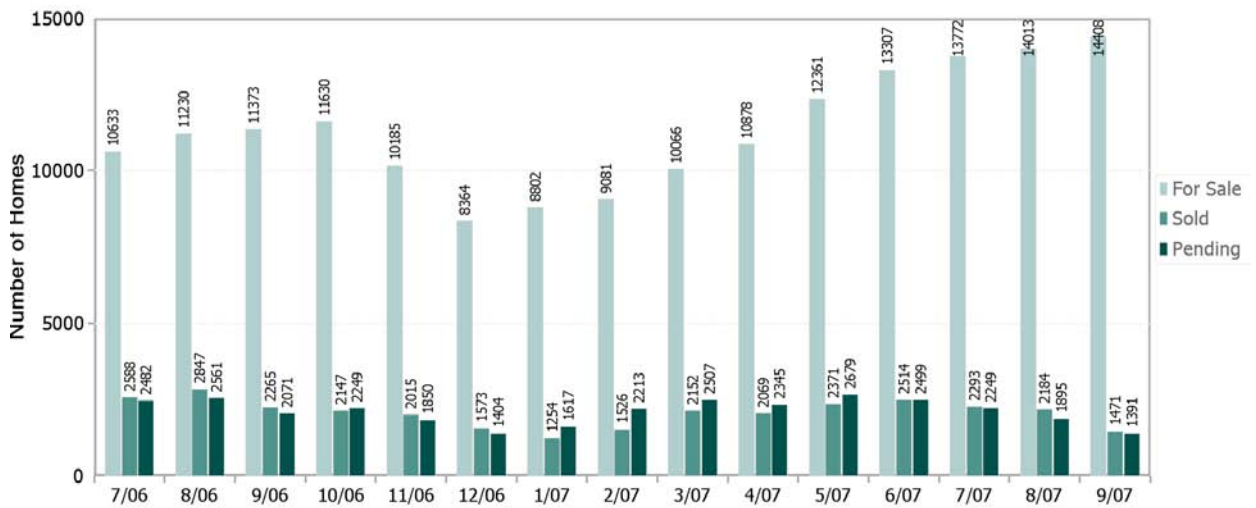
Homes for Sale vs. Sold vs. Pending

These charts display a historical view of real estate sales activity that has occurred over the last 15 months. The For Sale bar represents the total inventory of properties that were available for sale during that month. The Pending bar shows the number of properties that were placed under contract during that month, and the Sold bar indicates the number of properties where a successful transaction was completed. The first chart indicates sales activity for the entire market area, while the second chart shows properties in a more specific area.

Property Type(s): Single Family Home

Area: All King County

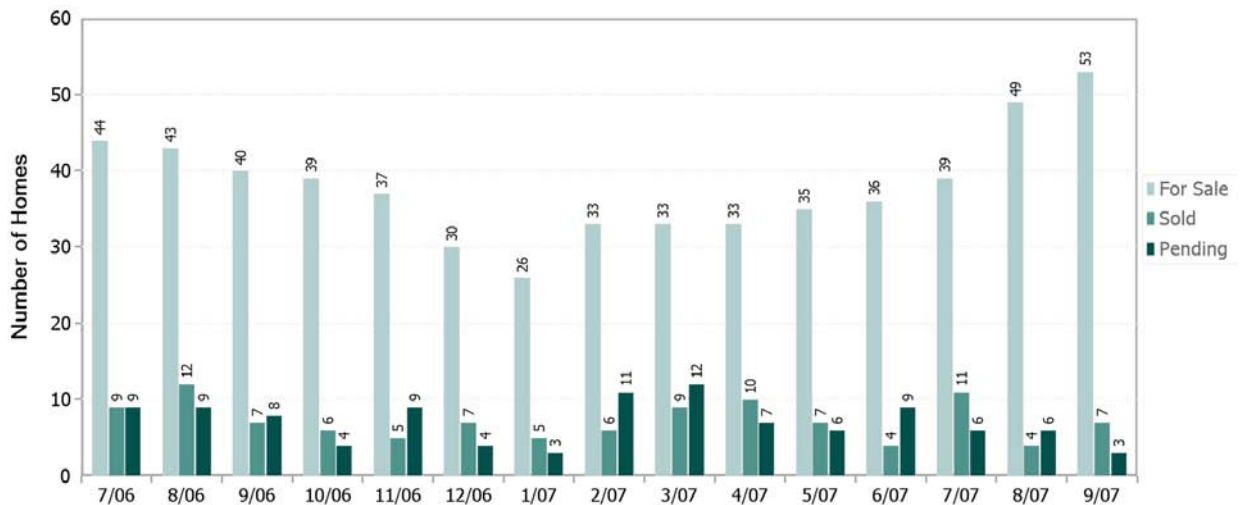
Price Range: All Prices



Property Type(s): Single Family Home

Area: Central Seattle Industrial Area

Price Range: \$350,000 - \$400,000



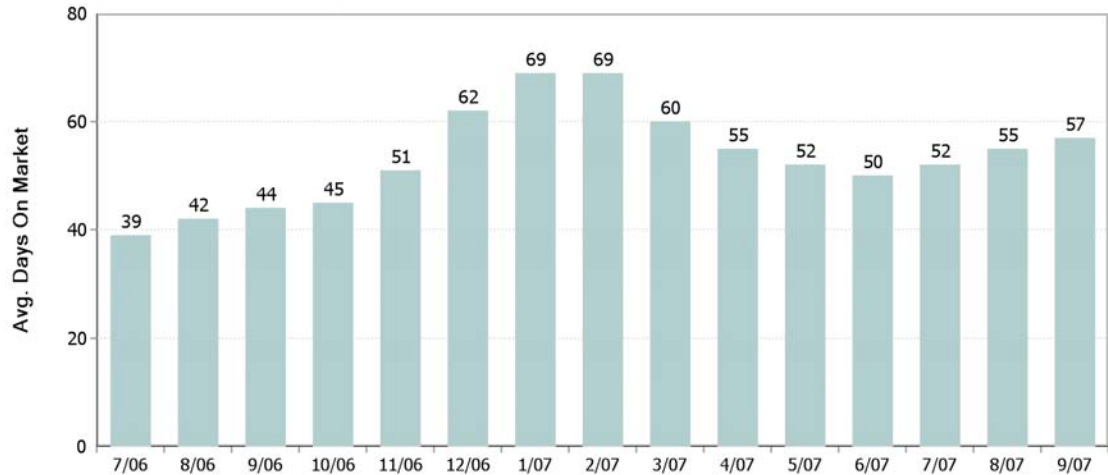
Average Days on Market

These charts display a historical view of the average selling time for properties. The bars below represent the average number of days that sold properties had been on the market as active listings before a legal sales contract had been signed. The first chart indicates sales activity for the entire market area, while the second chart shows properties in a more specific area.

Property Type(s): Single Family Home

Area: All King County

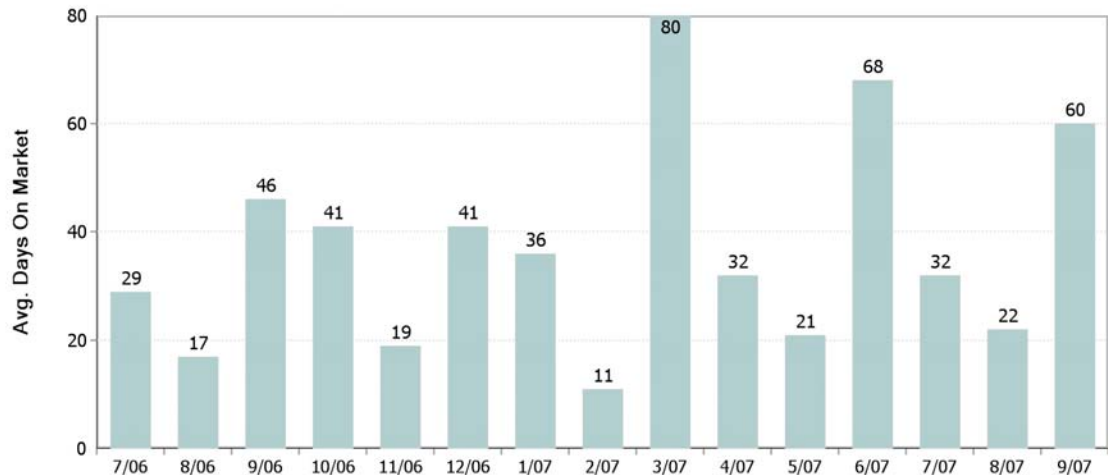
Price Range: All Prices



Property Type(s): Single Family Home

Area: Central Seattle Industrial Area

Price Range: \$350,000 - \$400,000



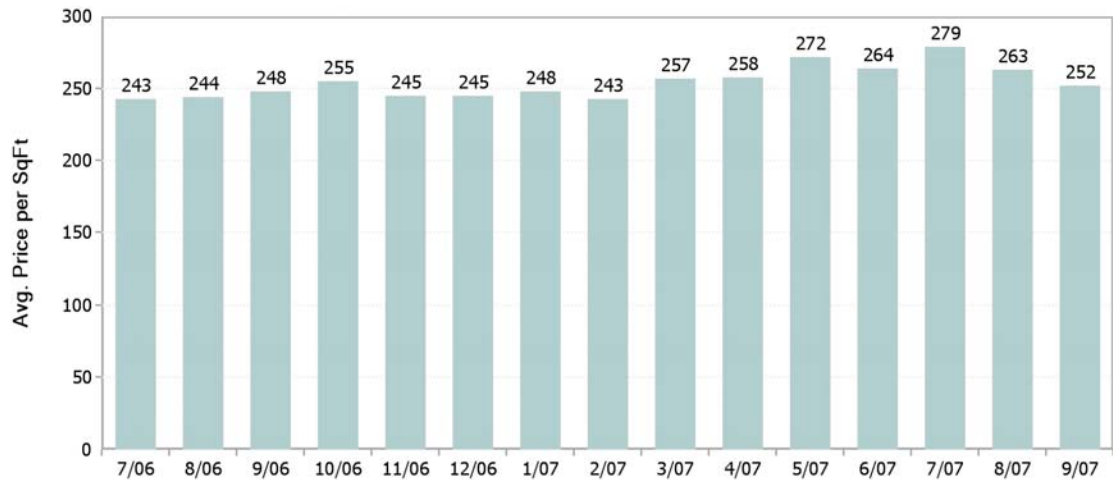
Average Home Sold Price per SqFt

These charts display a historical view of the average price, on a per square foot basis, of properties that have sold. This chart provides a general indication of the relative appreciation, or depreciation, of properties within a geographical area. The price includes both the land value of the property and the value of the structure. As a result, this statistic does not reflect relative values based on construction quality or property condition. The first chart indicates sales activity for the entire market area, while the second chart shows properties in a more specific area.

Property Type(s): Single Family Home

Area: All King County

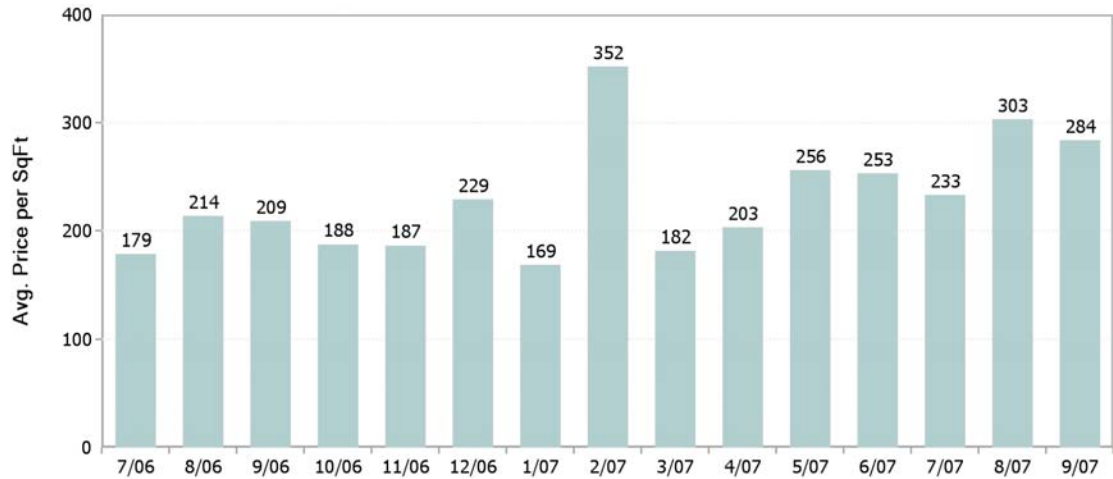
Price Range: All Prices



Property Type(s): Single Family Home

Area: Central Seattle Industrial Area

Price Range: \$350,000 - \$400,000

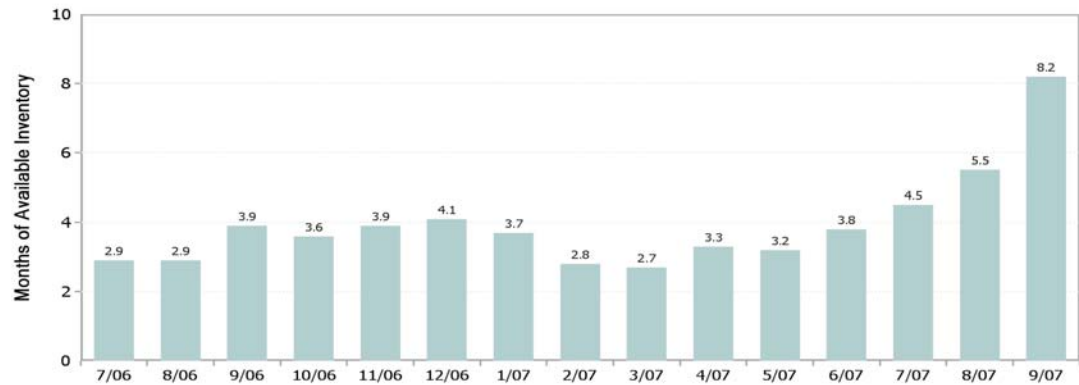


Snapshot of Available Inventory Levels

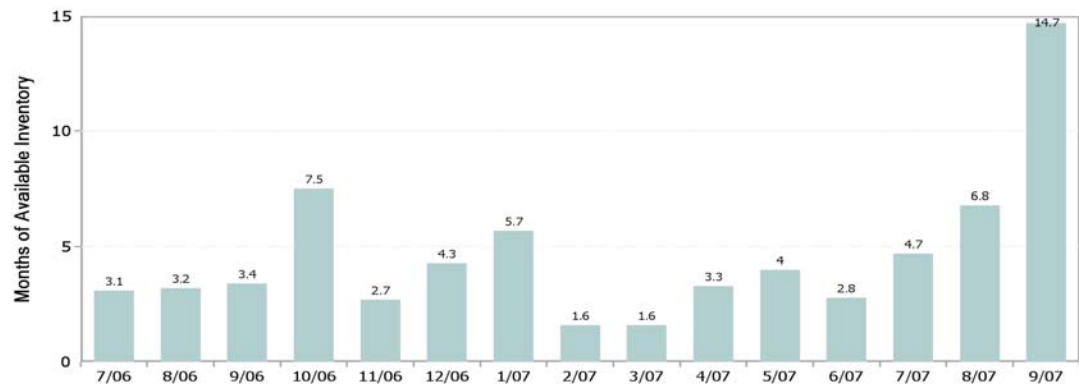
These graphs demonstrate the relative levels of available property inventory as they existed on the last day of the month, over the last 15 months. The "Months of Available Inventory" ratio allows us to compare inventory levels based on the speed of property sales, and is defined by the following formula:

$$\text{Available Inventory Level} = \frac{\text{The total number of available properties on the last day of each month}}{\text{The total number of pending property sales for the entire month}}$$

Property Type(s): Single Family Home
Area: All King County
Price Range: All Prices



Property Type(s): Single Family Home
Area: Central Seattle Industrial Area
Price Range: \$350,000 - \$400,000



The relative levels of competing inventory may have a significant impact on the length of time your property will stay on the market and the offer prices that you may receive.

- When there is less than 2 months of available inventory there tends to be a highly competitive sales market and there is upward pressure on prices.
- When there is more than 5 months of available inventory, the lack of competition between properties allows buyers to be more selective, and there may be a downward pressure on prices.

Developing a Pricing Strategy

How We Establish an Asking Price

To ensure that your home attracts solid offers and sells for maximum return, your John L. Scott Real Estate Specialist will use the following process to help you establish an effective Pricing Strategy for your home:

The process of establishing an asking price:

- Review the factors that will influence the final selling price of your home.
- Assess the condition and marketing appeal of your property. A home's final selling price is influenced by the potential emotional impact it will have on buyers. These emotions are based on subjective elements such as drive-up appeal, interior décor and layout, colors, views, landscaping, light, room flow, etc. Emotional factors are usually what enable one home to attain a higher price than another home of similar style in the same market.
- Complete a Comparative Market Analysis (CMA) of your home and give you an estimate of its fair market value. Market Value is the estimated price that a property will bring when it is actively promoted on the open market by a willing seller.
- Review current market conditions including the available inventory of competitive properties on the market, the impact of current interest rates on housing affordability, and current sales trends.
- Once the value of your home has been determined, select a Pricing Strategy and establish an "Asking Price" that is most likely to succeed in reaching your real estate objectives.

*The ultimate value of your property is determined
by what a buyer is willing to pay for your home in today's market.*



Factors Affecting the Final Selling Price of Your Home

The value of your home will ultimately be determined by the real estate market. As prospective buyers research properties, they will quickly gain a perspective of the relative value of different properties and an awareness of the competitive factors of the market. The following key factors can affect the ultimate selling price of your home:

Location

- Location is the single most important factor in determining the value of your home. The relative benefits of your property's location will change the perceived value of your property.

Characteristics of your home

- The value of your home is greatly based on the hard facts about your home, such as lot size, living space, the number of bedrooms and baths, the total number of rooms, and other features.

Condition

- The condition of the property affects the price and speed of the sale. As prospective buyers often make purchases based on emotion, optimizing the physical appearance of your home will maximize the buyer's perception of value.



Competition

- The condition of the property affects the price and speed of the sale. Since prospective buyers often make purchases based on emotion, optimizing the physical appearance of your home will maximize the buyer's perception of value.

Economic Conditions/Timing

- Property values are affected by the current real estate market. When properties are selling quickly, there is pressure on buyers to present stronger offers. Economic conditions may impact the availability of financing and impact the number of qualified buyers.

Asking Price

- Pricing your home competitively from the beginning is an important factor in determining the length of time it will take to sell your home. Your Asking Price plays a significant role in determining which properties will be considered by a prospective buyer.

Marketing

- The amount of positive exposure that your property receives can potentially affect the demand for your home. In ideal circumstances, multiple buyers will compete for your home.

Your Motivation

- Your timing requirements for the completion of the sale, may impact the final price that you accept.

Negotiating Skill

- The negotiating skill of your real estate specialist may have significant impact on the final return that you receive from the sale of your home.

Determining the Market Value of Your Home

An impartial evaluation of market trends and activity is the most effective way to estimate a property's fair market value.

The Comparative Market Analysis (CMA)

Since location and property characteristics are the key elements in determining property value, we need to use similar (comparable) properties in your area to establish the basis for valuation.

A Comparative Market Analysis (CMA) considers similar properties that:

- Are **currently on the market** (active listings)
 - ♦ These are properties that will be competing with your home for the attention of available buyers.
- Have **pending sales** at this time
 - ♦ This shows homes that are currently under contract, but have not yet closed. Since these properties have not closed, their market value has not become public knowledge. However, these properties are a good indicator of the value of the current market and the list prices that are attracting "real buyers."
- Have **sold** in the recent past
 - ♦ This shows us what "real buyers" in this market have actually paid for properties that are similar to yours.
- **Failed** to sell
 - ♦ These are properties that have been withdrawn from the market or have expired listing periods. Understanding why these properties did not sell can help us avoid disappointment in the marketing of your property. The listed price of these homes may suggest prices that are higher than buyers are willing to pay.

The Comparative Market Analysis considers the asking prices, relative quantity, and the quantity of properties that are competing with your home on the market to help us establish a pricing strategy.

Factors that do not affect "market value"

When considering the value of your home, it is important to note that the following factors have little or no influence on the market value of your house:

- The price that you originally paid for the property.
- The profit or returns that you expect to receive from the sale of your property.
- The amount of cash you need from your sale.
- The amount that you have invested in property improvements*
- The tax assessed value of your home
- What other sources have told you your property is worth, including friends, appraisers, and other real estate professionals.

* The cost of home improvements are almost always more than the value added; however, improvements can attract potential buyers.

Pricing Considerations

Once we have determined the estimated market value for your home, we must decide on a pricing strategy (asking sales price) that will help us to achieve your selling goals. Determining the appropriate asking price can be one of the most challenging aspects of selling your home. Our objective is to establish a price that will attract the largest number of potential buyers and result in the best possible purchase offers. When establishing our asking price, we need to consider the following:

The Risks of Over Pricing

If your home is priced above the market value, you will not attract prospective buyers who would otherwise be prime candidates for your home. When your home is priced too high:

- Your home may be priced beyond the search criteria of potentially qualified buyers.
- Agent/Brokers may neglect to promote your property to potentially qualified buyers simply because it's out of their expressed price range.
- Comparable homes at a lower price will seem more attractive to buyers; you could actually be helping to sell your competition's home.
- It implies that you are not truly motivated to sell.
- Fewer prospects will respond to our marketing.
- Fewer Agent/Brokers will actively promote your home as a value to their prospective buyers.
- Fewer buyers will consider your home, and fewer offers will be received.
- You may lose buyers who are willing to negotiate.
- Marketing time is prolonged, and initial marketing momentum is lost.
- If a property does sell above true market value, it may not appraise at the same value, and the buyer may be unable to secure a loan.

Under Pricing Your Home

When you price your home under market value, you will likely leave potential money on the table, generating a lower net return. However, it is likely that you will have multiple offers allowing you the opportunity to select an offer that may best meet your timing needs.

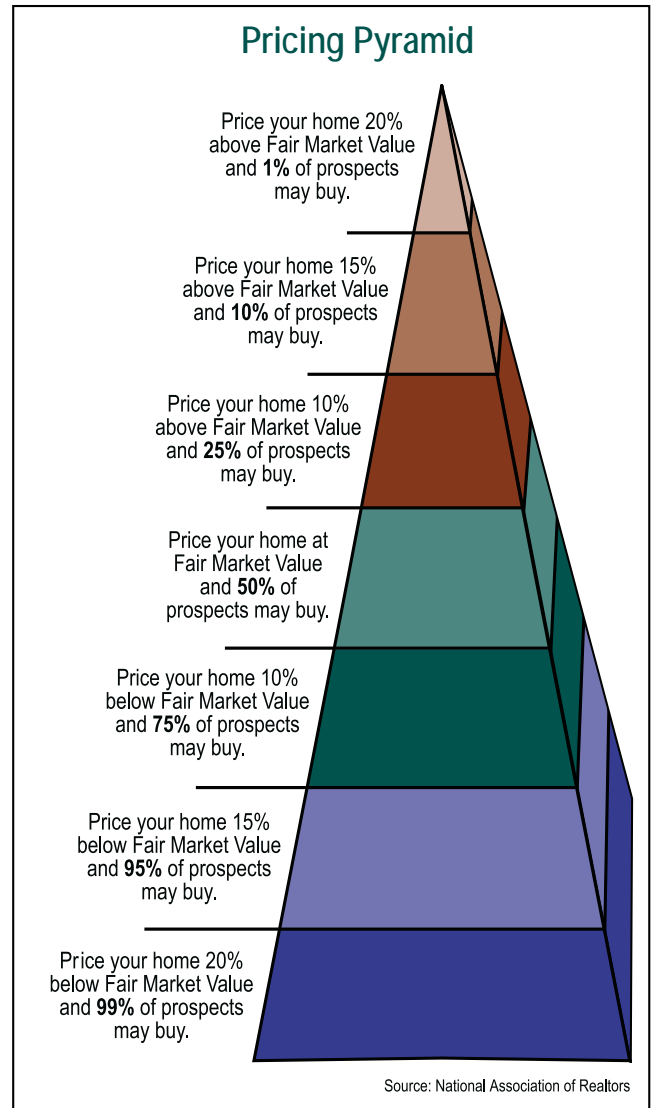
Buyers Understand Value

- As buyers research the market, they quickly gain an awareness of the relative value of different homes and the asking prices that have been listed for those homes.
- Through their agents, buyers will also have access to comparable sales data that will provide them with relative property values.
- Both agents and prospective buyers will readily recognize when a property is overpriced.

Competitive Pricing

The Benefits of Market Value Pricing

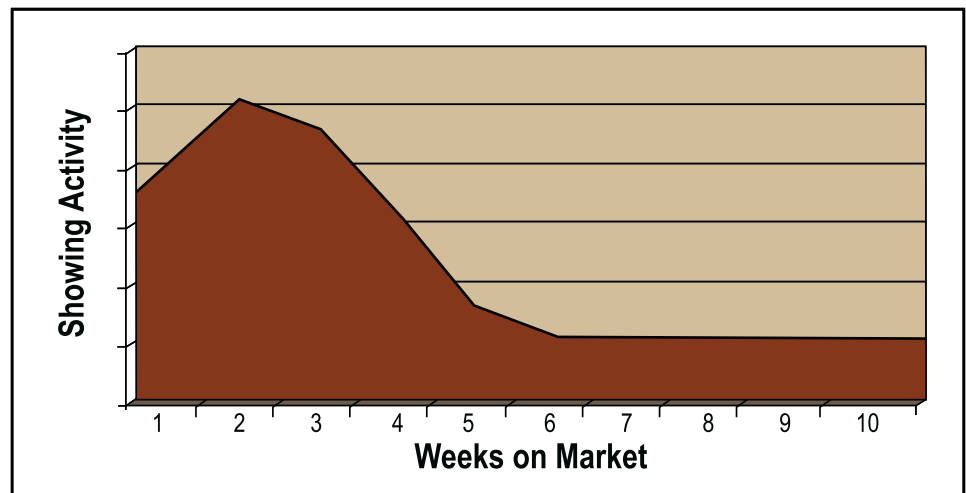
- A property that is priced close to the expected Market Value tends to generate the greatest amount of interest from qualified buyers.
- A competitive asking price results in more qualified buyers who will include your home in their property search.
 - ♦ This creates an opportunity for buyers to develop an emotional connection to the property. Once an emotional connection is created, there is a greater chance that the buyer will accept a higher sales price or other terms that are favorable to you, the seller.
- Additionally, a property that is competitively priced:
 - ♦ Takes advantage of the prime marketing momentum that occurs when the property first comes on the market.
 - ♦ Generates an increased number of showings
 - ♦ Generates increased number of offers
 - ♦ Generates realistic offers
 - ♦ Sends a message to buyers about your motivation
 - ♦ Creates ease in the appraisal process
- Experience has shown that the closer the gap between the perceived market value of the home and the asking price, the more likely you are to receive an offer.
- Generally, homes that are priced more than 5% above the expected market value, will not receive purchase offers.
- You increase your chances of obtaining a timely sale at or near your asking price, when the price is substantiated by comparable sales information.



The Significance of Timing

When your property is first placed on the market, it attracts immediate interest from the real estate community and from potential buyers. Those first few weeks are your property's prime selling time.

- As a property comes on the market, there is a backlog of existing buyers who have been actively evaluating properties. In the first few weeks that your house is on the market, interested buyers will be excited to see if your home is what they've been searching for. If your home is priced right and shows well, you have the greatest opportunity to sell your home at this time.
- Within the first few weeks of being on the market, virtually all existing active buyers will have viewed your property. By week 5 (as shown in the graph below) interest in your property drops as you wait for new buyers to actively enter the market, and we will be marketing your home to one buyer at a time.



- It is critical to have your home price competitively at the time we place your home on the market. Price and street appeal directly affect time on market. A home that sits on the market for too long acquires the stigma that there may be an inherent problem with the property.

When you price your home too high in the beginning, you may ultimately need to drop your price below market value in order to attract buyers back to your home, and the property may eventually sell below market value.



Being “Market Ready” on Day One

You never get a second chance at a first impression



Most agents and buyers will generate their perception of a property within the first couple of minutes of seeing a home. For this reason it is critical that your property is “Market Ready”. This means that your home is priced competitively, that the yard and exterior are clean and neat, and the interior is presented to its best advantage.

Day One marketing is critical:

- As a property is entered into the MLS system, real estate professionals will receive announcements that a new property has come on the market. They will be looking for the features and characteristics that make a property appealing to their prospective buyers. We want their first impression to be that your home is an attractive candidate to their clients.
- Consumers also, will receive automated alerts about new properties that have come on the market. They will also develop an instant perception of the home. We want them to be sufficiently intrigued with the property to request a personal showing.

First impressions can have a long term affect on your home. New buyers are also impacted by the initial perceptions of their real estate professionals.

- As new buyers enter the market, they utilize the resources of a professional realtor as one of their primary sources of information.
- Real estate professionals are more likely to show properties that have left a favorable impression. It is difficult to create excitement for property that was originally perceived as being “in poor condition” or “overpriced”, even if those conditions have been subsequently fixed.



Recommended Pricing

Pricing Your Property to Sell

Pricing your property correctly is crucial. The objective of our pricing strategy is to generate purchase offers that result in a timely sale with the highest possible net return.

\$ 365,000 to \$ 375,000

Based on the estimate market value of your home, market trends and the current competitive conditions, our analysis suggests a listing price range list above.

Who Pays What?

The BUYER normally pays for:

- Down payments against sales price
- Buyer's escrow fee (according to the Contract)
- Lender's Extended Title Insurance Premium (ALTA)
- Document preparation (if applicable)
- Prorated Taxes (from date of acquisition)
- Prorated Homeowner's Association Dues (from date of acquisition)
- Recording fees for all documents in buyer's name
- Notary fees, if applicable
- Homeowners/Hazard insurance premium for the first year
- Home Warranty if paid by buyer (according to contract)
- Inspection Fees (according to contract)
- Beneficiary Statement fee for assuming existing loan (if applicable)
- Loan Fees as agreed with lender
- Interim interest on new loan, prorated from date of funding to first payment date

The SELLER normally pays for:

- Seller's escrow fee (according to contract)
- Work orders, if required by lender, or agreed between parties (according to contract)
- Owner's Title Insurance Premium
- Real Estate Service Fees (according to contract)
- Payoff of all encumbrances (loans) in seller's name, or the existing balance if the loan is being assumed
- Prorated Taxes (prior to date of sale)
- Interest accrued by lender that is being paid off
- Prepayment penalties
- Any judgments, tax liens, assessments or encumbrances placed against property title.
- Any unpaid Homeowner's Association Dues
- Loan fees that are required by the lender, based on loan types such as FHA or VA. (According to contract)
- Home Warranty (according to contract)
- Recording charges to clear all documents of record against the seller
- Excise Tax, if applicable, determined by county and based on sale price
- Health Certifications, if applicable

John L. Scott Real Estate

There is Strength in Working with an Industry Leader

John L. Scott is widely recognized as one of the nation's largest and most productive residential real estate companies:

- John L. Scott Real Estate currently has over 135 offices and 4,600 Sales Associates/Brokers located throughout the states of Washington, Oregon, and Idaho.
- In 2005, John L. Scott Real Estate closed over 61,000 real estate transaction sides, grossing over \$17 billion in volume sales.
- John L. Scott is ranked the 7th most productive real estate brokerage in the United States by Real Trends and National Real Estate magazines.



John L. Scott has served the Pacific Northwest for over 75 years.

John L. Scott is nationally recognized as a technology innovator:

- John L. Scott has been awarded the Inman Innovator Award as the "Most Innovative Real Estate Company in the Nation" and we continuously apply leading technology to support our clients.
- The John L. Scott website (www.johnlscott.com) receives over 1 million website visits a month, producing over 9 million monthly property views. This makes us the second most visited regional real estate company website in the nation.

John L. Scott is a leader in the real estate industry:

- John L. Scott is recognized as a leading industry visionary. This is reflected by the accolades that have been presented to our company Chairman & CEO, J. Lennox Scott. His recognitions include:
 - ◆ Recognized, twice, by REALTOR Magazine as one of the "25 Most Influential Individuals in Real Estate" in the nation.
 - ◆ Named by Inman News as one of the "100 most influential leaders of the real estate industry for 2006."
 - ◆ Inducted into the Council of Real Estate Brokers Managers Hall of Leaders in 2005.
 - ◆ Recognized by Unique Homes Magazine as one of the 25 most influential leaders in luxury real estate in 2006.
- John L. Scott is an active member of leading industry groups including, the Leading Real Estate Companies of the World, the Realty Alliance, Luxury Portfolio, National Association of REALTORS®, and more. Many of our people serve in leadership positions with local, state and national REALTOR® Associations.

John L. Scott is an integral part of the community:

- In 2006, the John L. Scott Foundation sponsor events that helped raise over \$10 million for children's healthcare throughout the Pacific Northwest. This is possible through the generous and committed efforts of our agents, brokers, and staff.

Seattle - Lakeside

Office Address:

3121 E. Madison #102

Seattle, WA 98112

Phone: (206) 324-6790

John L. Scott Real Estate Lakeside Office

The Lakeside Office is located at the entrance to Washington Park and beautiful prestigious Madison Park.

We are a comfortable office with a wonderful team of knowledgeable agents who are committed to excellence, serving buyers and property owners all over the greater Puget Sound region.



Providing Value to Sellers throughout the Entire Transaction

The John L. Scott Real Estate Specialist is your trusted advisor who:

- Demonstrates a track record of dealing with clients in an honest, reliable and professional manner
- Serves as an expert consultant to create the best experience for clients
- Always has each client's best interests in mind
- Fully understands and expertly acts upon the needs and wants of each client
- Follows a stringent code of ethics on behalf of clients in all matters
- Exhibits knowledge on a full spectrum of services for each client

The John L. Scott Real Estate Specialist provides customized services including:

- A full offering of services before, during and after the sale
- A plan that is tailored to the specific objectives and needs of each individual client
- Communication with each client according to his or her individual preference

The John L. Scott Real Estate Specialist expertly manages the entire transaction to:

- Anticipate issues that may arise and inform clients about how best to proceed to resolve issues before they become problems
- Clearly explain financial impacts of various options and recommend solutions to clients
- Coordinate the tasks of the real estate services providers involved with each client's transaction
- Provide a smoother, less stressful real estate process for clients

The John L. Scott Real Estate Specialist possesses expert negotiation skills to:

- Serve as your advocate throughout the transaction process
- Understand each client's needs and work to ensure as many of them are met as possible
- Implement the best results for all parties involved in a transaction
- Foster an amicable transaction between the buyer and the seller so that all parties are satisfied

The John L. Scott Real Estate Specialist applies ongoing training and experience to:

- Provide in-depth knowledge of homes and communities
- Proactively identify seasonal, economic and local housing trends may affect market conditions
- Assist clients to navigate challenges and identifying opportunities
- Recommend enhancements to your property that will make your home more desirable to prospective buyers

The John L. Scott Real Estate Specialist is backed by a respected company that is:

- Locally and family-owned, with more than 75 years of experience in the Pacific Northwest
- Widely recognized for innovations in technology to better serve clients
- Actively supporting children's health care through the work of the John L. Scott Foundation
- Applies significant resources to attract the attention of prospective buyers

Each John L. Scott agent is dedicated to providing a smooth real estate transaction for each client, every time.



Testimonials

“Sarah is a real estate triple threat... she is a joy to work with, she knows her stuff, and she takes concerns, fears and questions seriously. She was able to answer every question we had thoughtfully and we learned so much in this process and never felt in the dark after talking to Sarah.”

Lane and Sara, Queen Anne

“For one thing Sarah is a lot of FUN to work with! She was also tremendously helpful, doing a lot of legwork and providing much-needed staging guidance, in the preparation of the condo for going on the market.”

Charles, Capitol Hill

“She sold out place in under a week. If a ten being outstanding, just double that number and add a couple more points for good measure. Sarah is a treasure to behold. First rate and first class.”

Ron and Kit, Ravenna



John L. Scott
REAL ESTATE