**Competitive Market Analysis**

A Competitive Market Analysis (CMA) is for use with sellers (or when working with buyers interested in submitting an offer). Below are instructions for figuring out the most accurate CMA.

If you are going on a listing appointment, be prepared to bring all the paperwork you need. Using the Commodari Group templates and the Bright MLS, please read through these instructions to make sure you have everything.

**Listing Appointment Checklist**

Manila folders are available in the office. Grab a folder and start putting together the pieces. Here's what you'll include:

1) The street address and name of the property owner of the property you wish to list

2) The listing agreement (MBIA form)

3) The Commodari Group seller's brochure

4) The PowerPoint presentation (a 16-page document found in the Commodari Group dropbox)

5) The Amenities and Checklist forms (during the walk-through of the property)

6) Post-it notes to pre-place on the listing agreement where signatures are needed

7) **MLS Items**

A) The property tax record

B) A description of the home you are listing

C) A map showing the property's location

D) Bundled ratios (All the homes in a circumference around the property listed according to sold price and subsidy. You determine the timeframe for these homes)

E) Short sales (if any)

F) CMA detail (sold properties, active, and pending properties, and DOMs. You determine the timeframe)

G) Close-Its (the money out the door, high, low, medium)

**Calculating Your CMA**

To put together a CMA, you need to show an appropriate high, medium, and low assessed value and walk-away numbers for the property. You don't come up with this out of the blue. You need to go into the Bright MLS to pull relevant information and then create your own calculations. Here's a step-by-step process on how to do it:

**Step 1**: Go Into Bright MLS and pull the property information for the address where we're doing the CMA.

A) How? Watch the video on pulling together the relevant property information (Does Bright MLS have this already on a video?).

**Step 2**: After you pull the property, pull all the comparables within your search parameters. Search parameter options include the status of the properties (e.g. Active, Contract/Kick-out, Contract/No-kickout, Contract- Sold), the close date on sold homes, the geographic distance, and the types of homes being compared.

 A) How? Watch the video on search parameters (Does Bright MLS have this already on a video?).

**Step 3**: Highlight all the bank-owned properties and remove them from the comparables. Count how many CMAs there are

**Step 4**: Come up with the ratios for each comparable home

A) How?

1) Take the closed price of sold properties minus the subsidy. That's your total. Divide the total by the current-year assessed value. In general, the ratio is on a 0-2 scale.

2) Write down the ratio for each

3) Add all the ratios together and divide by the number of homes. That's the average ratio.

4) Add.05 above and .05 below the midline. These are your high, medium, and low ratios.

5) Take the assessed value of the property you're working on, multiply by three ratios

Example: Assessed value is $190,800

1.02 x $190,800

1.07 x $204,156

1.12 x $213,696

**Step 5**: Go to Close-It in Bright MLS to get your walk-away numbers. Plug in the high number and subtract water escrow, settlement fees, and mortgage release fees. Then add the 6 percent agent commissions and a flat fee $495. Suggest 60 days for a settlement date and add the location. Calculate the walk-away numbers on the high, medium, and low ratios.

(Is there a video to show how to get to Close-It in Bright MLS and put all this together)?

**Step 6**: Write Down the Close-Its, and save and print to put it into the listing appointment checklist

**Step 7**: Build the PowerPoint by going to Dropbox and pulling the template on why you should choose the Commodari Group. Change page 1 to make it the correct address, and change page 13, which has the CMA detail (shows # of competing homes, homes pending, homes sold, DOMs)

C. Save, print in color

**Step 8**: Put all of this information into a folder, then into a nice white Commodari Group folder with the seller brochure and go to your appointment.