



**FIRST COAST NEW HOME  
BUYING EXPO**

What you need to know before you buy or sell a Home

*New*  
**Homes**  
IOI



# What is my home worth?

*The CMA Process –  
Pricing your home to sell*



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## **What is my home worth?**

### **A. Where do you start?**

- 1. Pre-appraisal**
- 2. Plat map of near by homes for visual**
- 3. Neighbors**

### **B. Where do you find the comps?**

- 1. Tax records**
- 2. Multiple Listing Service**
- 3. Deed transfers**
- 4. 6 month sales**
- 5. 3 month sales**



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### **C. What are your features?**

- 1. Pool**
- 2. View**
- 3. Upgrades**
- 4. Unique features**

### **D. Pricing and age?**

- 1. Age of appliances**
- 2. Age of roof**
- 3. Age of systems**



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## What is my home worth?

- E. How you live in a home is very different from how you sell a home**
- F. Saleable vs. Valuable**
  - Sale Ready**
- F. Apples to Apples**
- G. Apples to Oranges**
- H. Front of the Line Analogy**