

# *Comprehensive Market Analysis*

*Prepared especially for*

**John and Joan Smith**

XX Washington St.

New York, NY 10112

*For marketing the property at*

3B Windham Way



*Prepared by:*

**Adam R Palmiter**

**Palmiter Realty Group**

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February 04, 2008

John and Joan Smith  
XX Washington St.  
New York, NY 10112

Thank you for selecting Palmiter Realty Group to help sell your property.

I believe our marketing plan will generate a great deal of interest in this property, and I will keep you informed with feedback and copies of all advertising. With my strong background in real estate, the value represented by your property, and the resurgence of the local market, your home should garner a good deal of interest and hopefully something we can convert to a sale.

As you are aware, there are many aspects to selling a property. These include establishing the right price, following our office's strong marketing plan, being proactive in finding suitable buyers, and keeping the property in tip-top shape for marketing. With your cooperation I'm sure the process will go smoothly.

Please feel free to call me at any time if you have questions. I look forward to a mutually rewarding relationship with you.

Respectfully,

Adam R Palmiter



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## Comparable Properties Recently Sold



<b>Address:</b>	12A Dover Springs Lane	<b>Locale:</b>	West Dover	<b>MLS #:</b>	2605035
<b>Town:</b>	Dover	<b>County:</b>	Windham	<b>List Price:</b>	\$565,000
<b>State Zip:</b>	VT 05356	<b>Condo</b>	Greenspring	<b>Sell Price:</b>	\$540,000
<b>Development:</b>		<b>Condo</b>		<b>DOM:</b>	162
<b>Elem School:</b>	Dover Elementary School	<b># Rooms</b>	5	<b>Total Bdrms:</b>	4
<b>Middle:</b>	Choice	<b>Apx Acres:</b>	0	<b>Total Baths:</b>	4
<b>High School:</b>	Choice	<b>Year Built:</b>	1999	<b># Fireplaces:</b>	1
<b>Basement:</b>	Yes	<b>House</b>	beige	<b>APX fin sqft AG:</b>	1900
<b>Type:</b>	Pud				
<b>Exterior Feat:</b>	Covered Porch, Deck(s), Window Screens				
<b>Interior Feat:</b>	Blinds, Breakers, Ceiling Fan, Natural Woodwrk, Vaulted Ceiling, Walk-in Closet,				
<b>Amenities:</b>	Basketball, Club House, Exercise Facility, Playgrnd/tot Lot, Pool, Sauna, Sewer,				

At last, a 4 bedroom newer style `Dover` end unit has come available to purchase. This spacious townhome features the two-sided fireplace which creates a formal dining room. In the entry foyer there is a maple cubby, bench, and new tile flooring. Being sold fully furnished (with some very new items) including most of the electronics. The master bedroom has spacious bath with glass enclosed shower, jetted tub, and fantastic views of Mt Snow.



<b>Address:</b>	35A Dover Springs Lane	<b>Locale:</b>	West Dover	<b>MLS #:</b>	9929096
<b>Town:</b>	Dover	<b>County:</b>	Windham	<b>List Price:</b>	\$549,000
<b>State Zip:</b>	VT 05356	<b>Condo</b>	Greenspring	<b>Sell Price:</b>	\$515,000
<b>Development:</b>		<b>Condo</b>	35A	<b>DOM:</b>	112
<b>Elem School:</b>		<b># Rooms</b>	5	<b>Total Bdrms:</b>	4
<b>Middle:</b>		<b>Apx Acres:</b>		<b>Total Baths:</b>	4
<b>High School:</b>		<b>Year Built:</b>	2000	<b># Fireplaces:</b>	
<b>Basement:</b>		<b>House</b>		<b>APX fin sqft AG:</b>	1900
<b>Type:</b>					
<b>Exterior Feat:</b>	Covered Porch, Deck(s)				
<b>Interior Feat:</b>	Blinds, Natural Woodwrk, Vaulted Ceiling, Whirl Pool, Other-see Remarks				
<b>Amenities:</b>	Club House, Common Heat/cool, Common Maint., Exercise Facility, Playgrnd/tot				

Newer style `Dover` townhouse with 4 bedrooms plus family rm. Fieldstone fireplace w/ custom cabinetry above for TV, maple floor in dining rm, solid granite kit. counter top, gas range, being sold completely furnished less personal items.



<b>Address:</b>	41B Dover Springs Ln	<b>Locale:</b>	West Dover	<b>MLS #:</b>	2610445
<b>Town:</b>	Dover	<b>County:</b>	Windham	<b>List Price:</b>	\$539,000
<b>State Zip:</b>	VT 05356	<b>Condo</b>	Greenspring	<b>Sell Price:</b>	\$530,000
<b>Development:</b>		<b>Condo</b>	41B	<b>DOM:</b>	43
<b>Elem School:</b>	Dover Elementary School	<b># Rooms</b>	10	<b>Total Bdrms:</b>	3
<b>Middle:</b>	Choice	<b>Apx Acres:</b>	0	<b>Total Baths:</b>	4
<b>High School:</b>	Choice	<b>Year Built:</b>	2000	<b># Fireplaces:</b>	1
<b>Basement:</b>	Yes	<b>House</b>	tan	<b>APX fin sqft AG:</b>	1500
<b>Type:</b>	Pud				
<b>Exterior Feat:</b>	Deck(s)				
<b>Interior Feat:</b>	220 Plug, Natural Woodwrk, Spa/hot Tub, Walk-in Closet, Whirl Pool, Other-see				
<b>Amenities:</b>	Club House, Common Heat/cool, Common Maint., Exercise Facility, Playgrnd/tot				

Newfane style, newer construction, 3 level townhouse with 3 bedrooms plus family room and playroom, completely furnished, great trail and mountain views with no other townhomes in sight, large spa room with hot tub and wall mounted TV, and sauna. 2 sided fireplace can be viewed from dining room and living room, granite counter tops, Amana gas range, wooden blinds, glass tub enclosed in 3 baths, jetted tub in master.



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## Comparative Market Analysis Summary

### Subject Property

MLS #	Address	Town	BD	BT	Acres	Year Blt
-10802	3B Windham Way	Dover	3	4	0	1999

### Recently Sold

MLS #	Address	Town	BD	BT	Acres	Year Blt	List \$	Sell \$	DOM
2605035	12A Dover Springs Lane	Dover	4	4	0	1999	\$565,000	\$540,000	162
9929096	35A Dover Springs Lane	Dover	4	4		2000	\$549,000	\$515,000	112
2610445	41B Dover Springs Ln	Dover	3	4	0	2000	\$539,000	\$530,000	43
Average			3.67	4.00	0.00		\$551,000	\$528,333	106



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## Price Recommendation

The recommended price is based on my review of properties similar to your own which are currently for sale or have recently been sold. A lot of the final list price is dependent upon your selling timeframe. That being said, my analysis suggests that your property should be listed at:

Pricing your property correctly is crucial. With it currently being a buyer's market, an overpriced property will become stagnant. In a buyers' market, buyers are more likely to take price and condition into account when deciding where to make their first offer. Obviously I'd like to discuss the list price with you further. Now that the market is picking back up, finding a buyer should be no problem for a proactive office like Palmiter Realty Group.



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## Marketing Plan

Day One	Online Advertising - Realtor.com, PalmiterRealty.com, co-operating brokerages
Week One	Glossy Info Sheets printed for prospective buyers
Month One	<ul style="list-style-type: none"><li>◆ Cooperating Brokerage Tour</li><li>◆ Palmiter Realty Group Agent Tour</li></ul>
Depending upon availability	<ul style="list-style-type: none"><li>◆ Feature in New England Showcase Magazine</li><li>◆ Feature in Vermont Homes Magazine</li><li>◆ Feature on RSN-TV Real Estate Spotlight</li></ul>
Months 2-6	<ul style="list-style-type: none"><li>◆ Continuing tours</li><li>◆ MLS picture modifications for seasonal changes</li><li>◆ Full Color 30,000 copy Mount Snow Region Real Estate Directory to be distributed throughout Southern Vermont</li><li>◆ Possible further print advertising options in Globe, Times, Herald, and Courrant</li></ul>



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