

Seller Presentation

Prepared especially for:
McNeel Farms



Brought to you by:

BOB SOUTHARD
SOLID SOURCE REALTY
INC.



678-439-SOLD (7653)

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McNeel Farms

Marietta, GA

McNeel Farms

I appreciate the opportunity to provide you with a Comparative Market Analysis for your property. Prepared exclusively for you, this analysis contains a summary of the recent real estate transactions in your area for properties that are similar to yours. While none of the properties included in this analysis is exactly like yours, they do provide a good basis by which to compare your property with the 'competition'.

The following pages contain descriptions of each property whether it is currently available for sale, recently sold, or was listed but did not sell. A short description of each property is provided, followed by a summary table of each property's key features, which allows you to easily compare the features of your property with others in your area.

Your property may have special features or improvements that could substantially affect the price range in which it should be listed. We will discuss pricing in more detail after you have had a chance to review the enclosed information.

Please give me a call if you have any questions or would like any additional information. I look forward to working with you and selling your property quickly.
Sincerely,

BOB SOUTHARD
SOLID SOURCE REALTY INC.



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Information deemed reliable, but not guaranteed.

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Subject Property

Marietta, GA



- Style :
- Bedrooms :
- Full Baths :
- Half Baths :
- Stories :
- Basement :
- Year Built :
- Parking :
- Construction :
- Fireplace :
- Dining :
- Rooms :
- Lot Size :
- Lot Description :
- Sold Price :
- LP per Sq Ft :
- SP per Sq Ft :
- Square Footage :
- Interior :



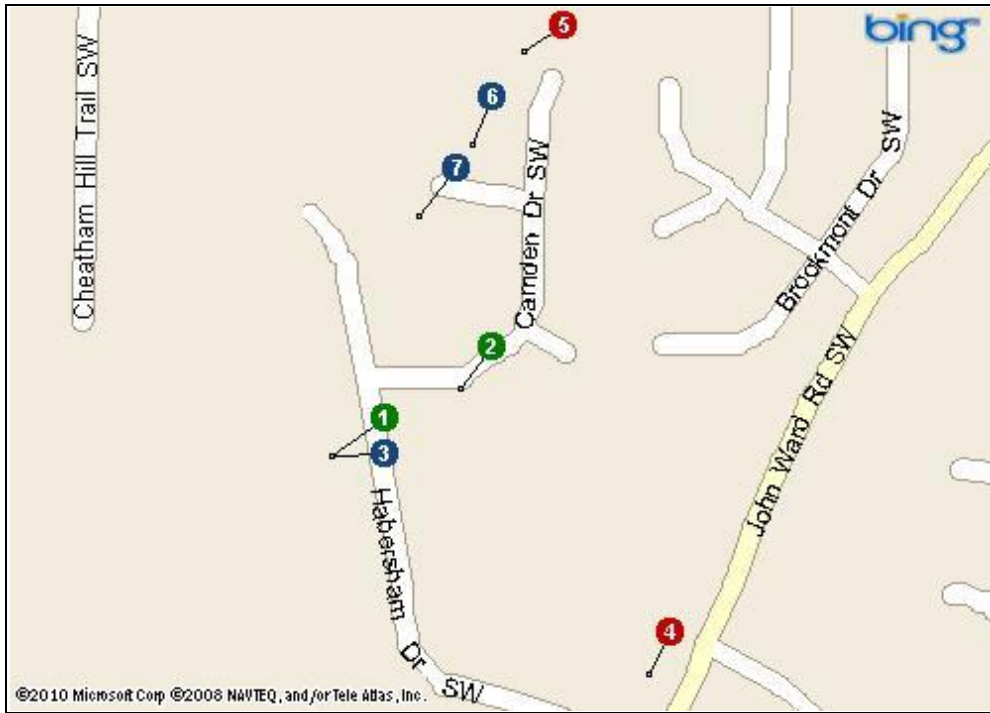
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Comparable Property Map



#	Address	Status	LP per SqFt	SP per SqFt	Price	FMLS #	Sales Price
★					\$0		
1	2349 Habersham Drive	Active	\$126.96	\$0.00	\$349,900	4045811	
2	2297 Camden Drive SW	Active	\$114.32	\$0.00	\$325,000	4002595	
3	2349 Habersham Drive SW	Did Not Sell	\$136.07	\$0.00	\$375,000	3896493	
4	2304 Habersham Drive SW	Sold	\$144.79	\$139.00	\$288,000	3909949	\$288,000
5	2270 Camden Drive SW	Sold	\$99.06	\$99.06	\$284,900	3903545	\$284,900
6	2204 Camden Court SW	Did Not Sell	\$109.40	\$0.00	\$320,000	3891459	
7	2207 Camden Court SW	Did Not Sell	\$71.91	\$0.00	\$300,000	3934150	



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Suggested Price Comparison Graph



Adjusted Price for Comparable Properties

(adjusted sales price for recently sold properties: adjusted list price for all others)

High Price: \$375,000 **Average Price:** \$320,000

Low Price: \$284,900 **Median Price:** \$320,000

Suggested Price for Subject Property: \$0



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Pricing Analysis

General Facts about Pricing

There are certain factors that are within our control and some factors beyond our control when it comes to setting the price. Those factors within our control are: the appearance of the property, how aggressively we market the property and the price. Factors outside our control are: location of property, size and local amenities. It's important to accept those factors that are beyond our control and focus on the pricing and preparation.

A property priced at market value will attract more buyers than a home priced above market value. Consider that a competitively priced property will also attract a greater number of potential buyers and increase your opportunity for a quick sale.

Comparable Properties

#	Address	Status	LP per SqFt	SP per SqFt	Price	Adj	Adj Price
1	2349 Habersham Drive	Active	\$126.96	\$0.00	\$349,900	\$0	\$349,900
2	2297 Camden Drive SW	Active	\$114.32	\$0.00	\$325,000	\$0	\$325,000
3	2349 Habersham Drive SW	Did Not Sell	\$136.07	\$0.00	\$375,000	\$0	\$375,000
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7	2207 Camden Court SW	Did Not Sell	\$71.91	\$0.00	\$300,000	\$0	\$300,000

High Adjusted Price: \$375,000

Low Adjusted Price: \$284,900

Average Adjusted Price: \$320,000

Median Adjusted Price: \$320,000

Suggested Price for : **\$0**



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Preparing Your Home

Exterior

- House number should be easy to read
- Lights on timers to ensure house is lit up after sunset
- Eaves, troughs, and down spouts in good repair
- Garage/car port clean and tidy
- Litter picked up
- Cracked or broken window panes replaced
- Doorbell and door hardware in good repair
- Touch up trim paint on doors, window frames, fascia, etc
- Mow, edge and weed the lawn frequently until the home is sold
- Overgrown shrubbery should be cut back to show as much of the exterior as possible
- A low-cost investment in seasonal flowers or ground cover will add a personal touch
- Inspect the roof for necessary repairs and any visible broken shingles or tiles
- Stucco water stains can be repaired using a mild bleaching agent
- Fences should be mended and painted
- Wash all windows inside and outside

Interior

- Lights should be on and drapes should be left open during daylight
- Heat set at a comfortable temperature
- Fresh flowers/plants in various rooms
- Chipped plaster and paint touched up and repaired
- Doors and cupboards properly closed
- Leaky taps and toilets repaired
- Burned out light bulbs replaced
- Squeaky doors oiled
- Mirrors, fixtures, and taps cleaned and polished
- Seals around tubs and basins in good repair
- Floors cleaned, garbage containers emptied
- Inside of closets and cupboards neat and tidy
- Valuable property, out of reach, out of sight, or locked away
- Pets absent, where possible, or contained during showings.
- All torn screens should be repaired or replaced
- Avoid repainting the entire house unless current colors are very loud or offbeat
- White or light pastels are the easiest to work with and they make your rooms look larger
- Fireplace lit in cooler weather
- Air conditioner turned on in warm weather
- Countertops neat and polished
- Appliances cleaned
- Inside of closets and cupboards neat and tidy



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Pricing is Critical



Pricing your home correctly from the very start is the single most important thing you can do to ensure a successful sale - one that is quick and puts the most money in your pocket.

Homeowners are often tempted to set the initial list price higher than fair market value because they think they can simply lower the price later if the property doesn't sell. Most people don't realize, however, that setting the price too high in the beginning can drastically increase the time it takes to sell and typically achieves a final sale price that is well below market value.

- The higher the list price, the more buyers will automatically exclude your property from consideration. By pricing your property at fair market value, you increase the number of potential buyers.
- A listing generates intense interest during its first two weeks on the market, but activity drops off by more than 80% in the third week and beyond - subsequent price reductions notwithstanding. A property that is priced too high will not get the necessary attention during this critical period of peak activity.
- Buyers are wary of price-reduced property, thinking something might be wrong with it or that it may still be priced too high.

Statistics clearly indicate that the longer a property is on the market, the lower the final sale price will be. By pricing your home correctly from the start, you greatly increase your chances of selling your home faster and for more money.

As experts in your neighborhood, my team and I have the knowledge and experience to choose the best list price for your property. Our goal is to maximize your proceeds while minimizing the time it takes to sell your property.



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