

Employee Relocation Council Broker's Market Analysis and Strategy Report

The Employee Relocation Council (ERC) is a global community of professionals developing and sharing cost-effective, innovative, and caring solutions to support the Mobile workforce.

Purpose: This report is not an appraisal or a home inspection. Rather, it is designed to enable the real estate broker to conduct a diligent analysis of the subject property's condition, competition, and future marketability. Based on this analysis, the broker is to estimate the subject property's:

- ♦ **Most Likely Sales Price** "As Is" and **Most Likely Sales Price** "With Repairs & Improvements," and
- ♦ **Most Likely Net Price** "As Is" and **Most Likely Net Price** "With Repairs & Improvements,"

assuming a reasonable marketing time, not to exceed 120 days. (Refer to definitions on page 3 of this form. Also refer to ERC's manual on completing this form.)

This form is being completed for: Home-Marketing Assistance Homesale Buyout

Procedural Guidelines

For procedures on contacting homeowner, inspecting property, submitting report, and providing photos, follow requesting company's guidelines.

SUBJECT INFORMATION	File # _____ Homeowner(s) _____
	Property Address _____ Home Phone # _____
	City, State, Zip _____ Work Phone # _____
	BMA Requested by (Co. & Contact) _____ e-mail _____
	Requesting Co. Address _____ Phone # _____
	City, State, Zip _____ Fax # _____
	Real Estate Firm & Contact _____ e-mail _____
	Real Estate Firm Address _____ Phone # _____
	City, State, Zip _____ Fax # _____
	Agent Preparer (if other than contact) _____ Phone # _____
Form of Ownership: <input type="radio"/> Fee Simple <input type="radio"/> Leasehold Type: <input type="radio"/> Condo <input type="radio"/> Coop <input type="radio"/> PUD <input type="radio"/> Single Family <input type="radio"/> Other	
Occupant: <input type="radio"/> Homeowner <input type="radio"/> Tenant <input type="radio"/> Vacant	
Indicate any personal property that remains (e.g., refrigerator, range, lighting fixtures, ceiling fans, etc.) _____	
Is the subject currently listed? <input type="radio"/> Yes <input type="radio"/> No Listing Company/Agent _____	

FINANCING	Describe the most probable means of financing and terms for the subject. _____
	Are points customarily paid by the seller on the most probable financing? <input type="radio"/> Yes <input type="radio"/> No If yes, how many? _____
	Comment on any other seller financing concessions that are necessary to enhance the sale of the subject property _____
	Do you anticipate any issues that would affect the ability to secure financing for the subject property? (e.g., condition, zoning, environmental, HOA, etc.) <input type="radio"/> Yes <input type="radio"/> No If yes, comment _____
<i>Note: The above financing information should be carried over to the MARKETING STRATEGY and VALUE ANALYSIS sections on page 3 of this form.</i>	

SUBJECT CONDITION	What repairs & improvements (R&I) are necessary to secure or obtain financing as indicated in the FINANCING section above and/or are recommended to enhance the subject's marketability . (Recommended items should increase the subject's value and/or lower the marketing time.) Indicate specific items and their <i>estimated</i> costs to cure.			
	Interior Items	R & I Estimates	Exterior Items	R & I Estimates
	_____	\$ _____	_____	\$ _____
	_____	\$ _____	_____	\$ _____
	_____	\$ _____	_____	\$ _____
	_____	\$ _____	_____	\$ _____
	_____	\$ _____	_____	\$ _____
	_____	\$ _____	_____	\$ _____
	Total Interior:	\$ _____	Total Exterior:	\$ _____
	TOTAL R&I \$ _____			
<i>(Add the Total Interior \$ and Total Exterior \$)</i>				
Estimate the contributory value (if any) of the TOTAL R&I to the Most Likely Sales Price \$ _____				
<i>Note: The above recommended R&I items and costs should be carried over to the MARKETING STRATEGY and VALUE ANALYSIS sections on page 3 of this form.</i>				

INSPECTIONS/DISCLOSURES	List all required and customary inspections (e.g., municipal, certificate of occupancy, environmental, etc.)
	Required: _____
	Customary: _____
	Are there any visible/known problem areas which would warrant additional inspections (e.g., structural, etc.)? _____

List required disclosures if any: _____	

MARKET AREA	Subject's locational type: <input type="radio"/> Urban <input type="radio"/> Suburban <input type="radio"/> Distant suburban <input type="radio"/> Rural <input type="radio"/> Farm <input type="radio"/> Resort
	Market Area Price Range: \$ _____ to \$ _____ Property Values are: <input type="radio"/> Increasing <input type="radio"/> Stable <input type="radio"/> Declining
	Marketing Time (list of contract): <input type="radio"/> Up to 120 days <input type="radio"/> 121-180 days <input type="radio"/> Over 180 days
	Number of closed comparable sales in market area in the last six months: _____
	Number of competing listings in subject's price range: _____
	Availability of competing listings: <input type="radio"/> Shortage <input type="radio"/> In balance <input type="radio"/> Oversupply
	Type of competing listings: (estimated total should = 100%): _____ % New homes _____ % Resale _____ % REO/Foreclosure _____ % Corporate
Describe any marketing concessions/incentives being offered on competing properties that may adversely affect the subject's value: _____	

Recommend any marketing concessions/incentives that should be offered for the subject: _____	

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- For all properties in both grids below, report verifiable facts and figures starting with "Proximity to Subject" through "Type Heating System."
- From "Location" through "Int. Condition's Appeal," rate each item as "Good," "Avg.," or "Fair," in comparison to general market competition.
- Rate each competing listing or comparable sale to the subject by indicating "Plus" (more favorable than subject), "Equal" (similar to subject), or "Minus" (less favorable than subject) in the Overall Rating at the end of each grid. **Note: Dollar adjustments are specifically not requested in the two grids below.**

	ITEM	SUBJECT	Listing #1	Listing #2	Listing #3					
COMPETING LISTINGS	Address, City									
	Proximity to Subject									
	Original List Price									
	Current List Price									
	Last Price Change (date)									
	Days-on-market (from original list date)									
	Style									
	Car Storage/Type									
	Approximate Age									
	Lot Size									
	Appx. Gross Living Area	Sq.Ft.			Sq.Ft.			Sq.Ft.		
	Above Grade Room Count	Tot.	Brms.	Baths	Tot.	Brms.	Baths	Tot.	Brms.	Baths
	Basement Area	-----								
	Basement Finished									
	Deck/Patio									
	Pool/Spa									
	Type Air Conditioning									
	Type Heating System									
	Location	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair
	Lot Characteristics	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair
	View	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair
	Floor Plan Utility	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair
	Ext. Condition's Appeal	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair
	Int. Condition's Appeal	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair
	Overall Rating of Listings as Compared to Subject				<input type="radio"/> Plus	<input type="radio"/> Equal	<input type="radio"/> Minus	<input type="radio"/> Plus	<input type="radio"/> Equal	<input type="radio"/> Minus
<i>Describe significant value-related differences between the subject and the competing listings (including condition, location, appeal, amenities, deferred maintenance, utility, view, market conditions and days-on-market) and explain any seller financing, discount points, and/or other concessions being offered. Also, indicate if the contact or agent has inspected the competing listing's interior.</i>										
Listing #1: Inspected? <input type="radio"/> Yes <input type="radio"/> No Comments: _____										
Listing #2: Inspected? <input type="radio"/> Yes <input type="radio"/> No Comments: _____										
Listing #3: Inspected? <input type="radio"/> Yes <input type="radio"/> No Comments: _____										

	ITEM	SUBJECT	Comparable Sale #1	Comparable Sale #2	Comparable Sale #3					
PENDING/CLOSED SALES	Address, City									
	Proximity to Subject									
	Original List Price									
	Final List Price									
	Sales Price									
	Under Contract Date									
	Closing Date									
	Days-on-market (from original list date)									
	Style									
	Car Storage/Type									
	Approximate Age									
	Lot Size									
	Appx. Gross Living Area	Sq.Ft.			Sq.Ft.			Sq.Ft.		
	Above Grade Room Count	Tot.	Brms.	Baths	Tot.	Brms.	Baths	Tot.	Brms.	Baths
	Basement Area	-----								
	Basement Finished									
	Deck/Patio									
	Pool/Spa									
	Type Air Conditioning									
	Type Heating System									
	Location	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair
	Lot Characteristics	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair
	View	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair
	Floor Plan Utility	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair
	Ext. Condition's Appeal	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair
Int. Condition's Appeal	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	<input type="radio"/> Good	<input type="radio"/> Avg.	<input type="radio"/> Fair	
Overall Rating of Sales as Compared to Subject				<input type="radio"/> Plus	<input type="radio"/> Equal	<input type="radio"/> Minus	<input type="radio"/> Plus	<input type="radio"/> Equal	<input type="radio"/> Minus	
<i>Describe significant value-related differences between the subject and pending/closed sales (including condition, location, appeal, amenities, deferred maintenance, utility, view, market conditions and days-on-market) and explain any seller financing, discount points, and/or other concessions which were paid. Also, indicate if the contact or agent has inspected the comparable sale's interior.</i>										
Sale #1: Inspected? <input type="radio"/> Yes <input type="radio"/> No Comments: _____										
Sale #2: Inspected? <input type="radio"/> Yes <input type="radio"/> No Comments: _____										
Sale #3: Inspected? <input type="radio"/> Yes <input type="radio"/> No Comments: _____										

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ADDITIONAL COMMENTS

Comment on significant features of the subject's amenities and floor plan/design (appeal, flow, functionality, etc.) and describe any positive/negative influence on marketability. _____

Comment on any other known items (e.g., real estate taxes, special assessments, HOA/Condominium/Cooperative fees or restrictions, future plant closings, environmental hazards, etc.) which may affect the marketing and eventual selling price of the subject property and that are not mentioned in any other section of this form. _____

VALUE ANALYSIS

This report is not an appraisal or home inspection. The purpose of this report is to obtain information and the contact's/agent preparer's opinions that support an estimate of the Most Likely Sales Price and Most Likely Net Price. This will be achieved by considering the property both "As Is" and "With Repairs and Improvements," assuming reasonable marketing time, not to exceed 120 days. If indicated in the FINANCING, SUBJECT CONDITION, and MARKETING STRATEGY sections, assume that the seller will pay points/concessions.

Definition of the Most Likely Sales Price (MLSP): The negotiated value agreed to by both buyer and seller on the offer-to-purchase contract reflecting reasonable marketing time, **not to exceed 120 days**, (market time measured from the date of inspection to the date of contract). The negotiated value is estimated: a) in "As Is" condition and, b) "With Repairs & Improvements," which includes the contributory value of recommended repairs and improvements as indicated on page 1.

Definition of Financing Concessions: Recommended or required mortgage-related points and closing costs paid by the seller. (see FINANCING section on page 1.)

Definition of Marketing Concessions/Incentives: The cost of recommended concessions/incentives (non-financing related), for example: home warranty, selling agent bonus, etc. (See recommendations in MARKET AREA and MARKETING STRATEGY sections.)

Definition of the Most Likely Net Price: The net value after deducting anticipated expenses, when applicable, from the Most Likely Sales Price, "As Is" and "With Repairs and Improvements." These anticipated expenses are limited specifically to :

- total cost of recommended repairs & improvements (R&I) as indicated on page 1,
- financing concessions, and
- marketing concessions/incentives.

VALUE ANALYSIS	"AS IS"	"WITH REPAIRS & IMPROVEMENTS" (“As Is” + Contributory Value as indicated on page 1)
Most Likely Sales Price (MLSP) (marketing time not to exceed 120 days)	\$	\$
Cost of Repairs & Improvements (Subtract)		-\$
Financing Concessions (Subtract)	-\$	-\$
Marketing Concessions/Incentives (Subtract)	-\$	-\$
Most Likely Net Price	\$	\$

Suggested Initial Listing Prices: \$ (As Is) \$ (with R&I)

MARKETING STRATEGY

Other than the customary listing procedures (e.g., submitting to MLS, etc.), describe your complete marketing strategy and the actions to be taken in the first 30 days of the listing period, targeting the likely buyer. This strategy should refer to and include data on pages 1-3, including any special financing, seller concessions, pricing strategy, effects of positive and negative features of the property or its location, and economic and seasonal trends that may affect the subject's value. Describe your opinion of marketing either "As Is" or "With Repairs & Improvements," relating cost of repairs and improvements to contributory value as well as effect on total marketing time if repairs and improvements are not completed as recommended. Attach an addendum if more space is needed to present a complete marketing strategy.

If the purpose of this report is for home-marketing assistance:
List and estimate the cost of additional Repairs & Improvements recommended to market the property **after it is vacated** (for example, neutralize custom decor, patch and paint walls, etc.).

File #: _____ Real Estate Firm: _____
 Real Estate Firm Tax ID #: _____ Date of Inspection: _____
 Contact Name: _____ Agent Preparer Name: _____
 Contact Signature: _____ Agent Preparer Signature: _____