

Competitive Market Analysis



MARY GILLESPIE
MICHELLE PAPPAS

787 Keithley Drive, Great Falls VA 22066

SUMMARY

The average ADJUSTED sold price is **\$1,099,000**. Given an error range of ~ 2.5% market value is between \$1,071,000 and \$1,137,000. Since the average discount is roughly 5% we suggest pricing at \$1,150,000 to get a minimum of \$1,100,000. **List Price \$1,150,000 | 30 Days on Market | Received two offers both below list price at \$1,050,000. We were able to negotiate a sales price of \$1,125,000. Home Inspection: Purchasers asked for a \$25K credit + 3 pages of items to be fixed - we negotiated a \$7,500 credit and one page of items to be fixed. NET: \$1,117,500 ... \$67,500 above offer price.**

Date of Comps	4/18/18
Average Sold Price	\$1,058,250
Average Days on Market	124
Average ADJUSTED Sales Price	1,099,173
Average Price Decrease from Original	10.7%
Average Price Decrease from List	5.1%

	SUBJECT	COMP 1	Adjustment	COMP 2	Adjustment	COMP 3	Adjustment
Address	787 Keithley Drive	641 Seneca		352 Gallop Wood Pl		751 Kentland Dr	
Original Price		\$1,245,000		\$1,275,000		\$1,295,000	
List Price When Sold		\$1,245,000		\$1,100,000		\$1,160,000	
Sold Price		\$1,175,000		\$1,050,000		\$1,050,000	
% Below Original List Price		5.6%		17.6%		18.9%	
% Below Last List Price		5.6%		4.5%		9.5%	
Settlement Date		3/8/18		2/20/18		12/18/17	
Days on Market		57		268		196	
Neighborhood	Kentland / Mid-Seneca	On Seneca	75,000	Upper Seneca		Kentland	
Assessed Value (County)	\$910,040	\$1,008,740		\$1,002,970		\$991,000	
Acreage	2.67	4.0	-25,000	2.0		2.5	
Finished SQ FT Above Gr.	3,229	3,194	2,100	3,711	-28,920	3,431	-12,120
Finished SQ FT Below Gr.	1,130	1,000	5,200	0	45,200	1,350	-8,800
Total SQ FT	4,359	4,194		3,711		4,781	
Price/SQ FT Above Gr.		\$368		\$283		\$306	
Age	41	83		30		50	
Exterior Construction	Siding	Siding		Wood		Siding	
Garage Bays	2	4	-40,000	2 detached	20,000	2	
Bedrooms	4	4		4		4	
Full Bathrooms	3	5	-30,000	4	-15,000	3	
Half Bathrooms	1	0	7,000	1		1	
Fireplaces	3	4	-15,000	2	15,000	4	-15,000
Ext. Features (decks/porches)	Patio, Deck, Pool, Fireplace	Patio, Sun Room, Art Studio		Pool, Patio		Patio, Veranda	75,000
Ext. Features (lot/privacy)	Private						
Int. Features (Kitchen)							
Int. Features (Bathrooms)							
Int. Features (Floors)							
Int. Features (Basement)							
Property Condition	Shows Well	Shows Well		Shows ok		Shows Well	
Seller Subsidy							

Total Adjusted Value

1,154,300

1,086,280

1,089,080

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SUBJECT	COMP 4	Adjustment	COMP 5	Adjustment	COMP 6	Adjustment	
Address	787 Keithley Drive	11635 Blue Ridge Ln	11551 Great Falls Way	947 Seneca Road			
Original Price		\$1,095,000	\$1,325,000	\$1,080,000			
List Price When Sold		\$949,000	\$1,199,900	\$1,080,000			
Sold Price		\$931,000	\$1,175,000	\$950,000			
% Below Original List Price		15.0%	11.3%	12.0%			
% Below Last List Price		1.9%	2.1%	12.0%			
Settlement Date		11/15/17	8/15/17	6/30/17			
Days on Market		115	245	78			
Neighborhood	Kentland / Mid-Seneca	Kentland	Upper Seneca	On Seneca		75,000	
Assessed Value (County)	\$910,040	\$1,005,630	\$1,167,860	\$1,028,820			
Acreage	2.67	2.2	2.1	1.24		50,000	
Finished SQ FT Above Gr.	3,229	3,233	-240	3,710	-28,860	3,582	-21,180
Finished SQ FT Below Gr.	1,130	0	45,200	1,500	-14,800	920	8,400
Total SQ FT	4,359	3,233		5,210		4,502	
Price/SQ FT Above Gr.		\$288		\$317		\$265	
Age	41	50		24		23	
Exterior Construction	Siding	Brick		Brick/Siding		Brick/Siding	
Garage Bays	2	2		3	-20,000	2	
Bedrooms	4	5		5		4	
Full Bathrooms	3	3		4	-15,000	4	-15,000
Half Bathrooms	1	1		1		1	
Fireplaces	3	2	15,000	3		1	30,000
Ext. Features (decks/porches)	Patio, Deck, Pool, Fireplace	Sun Room, Patio,	75,000	Gazebo, Deck	50,000	Nothing Shown	50,000
Ext. Features. (lot/privacy)	Private						
Int. Features (Kitchen)	0						
Int. Features (Bathrooms)	0						
Int. Features (Floors)	0						
Int. Features (Basement)	0						
Property Condition	Shows Well	Shows Well		Shows Well		Shows Well	
Seller Subsidy			-20,000				
Total Adjusted Value			1,045,960		1,146,340		1,127,220

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	SUBJECT	COMP 7	Adjustment	COMP 8	Adjustment
Address	787 Keithley Drive	707 Kentland Dr		499 Saint Ives Rd	
Original Price		\$1,095,000		\$1,095,000	
List Price When Sold		\$1,095,000		\$1,095,000	
Sold Price		\$1,075,000		\$1,060,000	
% Below Original List Price		1.8%		3.2%	
% Below Last List Price		1.8%		3.2%	
Settlement Date		6/28/17		6/15/17	
Days on Market		13		17	
Neighborhood	Kentland / Mid-Seneca	Kentland		Upper Seneca	
Assessed Value (County)	\$910,040	\$942,070		\$1,072,930	
Acreage	2.67	2.0		1.90	
Finished SQ FT Above Gr.	3,229	3,868	-38,340	3,828	-35,940
Finished SQ FT Below Gr.	1,130	0	45,200	798	13,280
Total SQ FT	4,359	3,868		4,626	
Price/SQ FT Above Gr.		\$278		\$277	
Age	41	46		32	
Exterior Construction	Siding	Brick/Siding		Brick	
Garage Bays	2	0	40,000	4 (2 detached)	-30,000
Bedrooms	4	6		4	
Full Bathrooms	3	3		3	
Half Bathrooms	1	1		1	
Fireplaces	3	2	15,000	3	
Ext. Features (decks/porches)	Patio, Deck, Pool, Fireplace	Pool, Pool House, Patio	-50,000	Sun Room, Deck	50,000
Ext. Features. (lot/privacy)	Private	Deck, Stable			
Int. Features (Kitchen)	0				
Int. Features (Bathrooms)	0				
Int. Features (Floors)	0				
Int. Features (Basement)	0				
Property Condition	Shows Well	Shows Really Well		Shows Well	
Seller Subsidy					

Total Adjusted Value

1,086,860

1,057,340

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Comp 1



Comp 2



Comp 3



Comp 4



Comp 5



Comp 6



Comp 7



Comp 8

