

Advanced Realty Services, Inc.
Exclusive Marketability Scorecard

WILL YOUR HOME SELL?

Address: _____

**A Simple Guide for Predicting
How Well Your Property May Sell**

A) CONDITION: *How well does your property meet the following criteria...?*

- | | | |
|--|------------|-------|
| 1) Your property has better than average curb appeal -- | 2 points | _____ |
| 2) Your interior is light, bright, and clean -- | 2 points | _____ |
| 3) Your rooms are uncluttered and look as large as possible -- | 2 points | _____ |
| 4) Your decorating is attractive and neutral -- | 2 points | _____ |
| 5) You are offering a Buyer's Home Warranty package -- | 5 points | _____ |
| 6) You don't have any pets -- | 1 point | _____ |
| 7) Your home is free of any unpleasant odors -- | 2 points | _____ |
| 8) Your floor plan is not convenient or non-conforming | -10 points | _____ |
| 9) Your home is in substandard condition for the area -- | -10 points | _____ |
| 10) Your home is older and is in need of updating -- | -10 points | _____ |

POINTS FOR CONDITION: _____

B) PRICE: *How well does your property compare to properties similar to it...*

- | | | |
|---|------------|-------|
| 1) Your home is priced lower than any of the others -- | 50 points | _____ |
| 2) Your home is in the lower 20% compared to others -- | 15 points | _____ |
| 3) Your home is in the lower 21-50% compared to others -- | 5 points | _____ |
| 4) Your home is in the top 51-80% price range -- | 0 points | _____ |
| 5) Your home is in the top 81-100% price range -- | -40 points | _____ |

POINTS FOR PRICE: _____

C) **LOCATION:** *How well does your property rate in regards to location...*

- 1) Your home is in the low end in a prestigious neighborhood -- 3 points _____
- 2) Your street has great curb appeal -- 2 points _____
- 3) Your home offers an excellent view -- 3 points _____
- 4) Your area has excellent schools -- 4 points _____
- 5) Your neighborhood is above average for price range -- 3 points _____
- 6) Shopping is located close by -- 1 point _____
- 7) You live in a covenant controlled subdivision -- 2 points _____
- 8) Your neighborhood has clubhouse, pool, and tennis courts -- 2 points _____
- 9) You are in close proximity to traffic and commercial -- -15 points _____

POINTS FOR LOCATION: _____

D) **MARKETING:** *You will be offering the following regarding marketing:*

- 1) A sign will be visibly placed in the yard -- 3 points _____
- 2) Your home will be listed on Multiple Web Sites -- 3 points _____
- 3) Your home will be in the Multiple Listing Service -- 3 points _____
- 4) A full service commission will be offered (6%) -- 12 points _____
- 5) An above average service commission offered (7%) -- 22 points _____
- 6) An average service commission offered (5%) -- 0 points _____
- 7) A below average service commission offered (4% or less) -- -15 points _____

POINTS FOR MARKETING: _____

E) **TERMS:** *You will be offering the following terms...*

- 1) VA-FHA Government financing -- 1 point _____
- 2) Seller is buying down Buyer interest rate (1%) -- 14 points _____
- 3) Owner will take back a 2nd mortgage of 10% or more -- 4 points _____
- 4) Seller occupancy contingencies -- -17 points _____
- 5) Non-qualifying assumable loan available -- 5 points _____
- 6) Seller will pay 1% toward buyer's closing costs -- 14 points _____
- 7) Seller will pay 2% toward buyer's closing costs -- 26 points _____
- 8) Seller will pay 3% (all) of buyer's closing costs -- 41 points _____

POINTS FOR TERMS: _____

F) **ACCESSIBILITY:** *Your home rates as follows regarding accessibility...*

- | | | |
|--|------------|-------|
| 1) No time or day restrictions on showings -- | 2 points | _____ |
| 2) No pets on the property during showings -- | 1 point | _____ |
| 3) Your home is always prepared and ready to be shown -- | 2 points | _____ |
| 4) You stay out of the Buyer's way during showings -- | 3 points | _____ |
| 5) No Realtors are allowed to show the property -- | -40 points | _____ |
| 6) Rental property, Uncooperative tenants, Limited access -- | -35 points | _____ |

POINTS FOR AVAILABILITY: _____

TOTAL POINTS AWARDED _____

HOW WELL WILL IT SELL CALCULATOR?

69 Points or Less = Your home probably won't sell. You will need to make serious price, terms, marketing and perhaps other adjustments in order to get your home sold.

70 - 79 Points = Your home has only a 40% chance of selling. Several adjustments are needed including price and/or terms.

80 - 89 Points = Your home has a 60% chance of selling, and will need price reductions and/or terms and marketing adjustments depending on how the market reacts in order to sell within 90 days.

90 - 99 Points = Your home has a 80% chance of selling within 90 days. Fine tune your price and/or terms to improve your marketability score.

100 or More Points = You have done everything right so start packing.

Many factors interact simultaneously that effect the marketability of real estate. Some factors are immovable or fixed but contribute nonetheless either positively or negatively to the marketability of property. Price, Terms and Marketing are flexible factors that when properly adjusted to the overall picture compensate for immovable or fixed negative factors and will result in a successful sale in a reasonable time frame of, say, 90 days. An experienced real estate professional (Realtor) who represents your interests exclusively in a fiduciary relationship such Advanced Realty Services, Inc. will be your best counsel to make the proper adjustments.