



Comparative Market Analysis

What is a CMA? And Why do I need one?



Introduction

A CMA is short for “Comparative Market Analysis”. Agents use this as a tool to estimate the value of your home compared to others in the area in the current market.

How do we perform a CMA?

First and foremost, we need to see the property and evaluate it. At this stage, we can take in any upgrades and amenities that your home has to offer. Then we begin to compare all of the information we gather with comparable properties. Typically the data comes from the MLS or Multiple Listing Service in addition to other properties that our own agents have been in themselves.

This will give the agent an idea how much your property is worth in the current market. From here, the data and report are explained to you, the seller so that you and your listing agent can come up with a list price according to market research.

Please note that the CMA is not an appraisal. An appraisal must be performed by a licensed appraiser

Note: The CMA is performed prior to your house being listed for sale. This is a guideline of what your house could potentially sell for.

Can Buyers have a CMA done as well?

Absolutely! Buyers should consider requesting a CMA for properties they are seriously looking at to determine whether the asking price is a true reflection of the current market. Their agent should be able to do this for them which will allow for an informed and educated decision when making an offer.

For additional information, and a great informative read check out this article:

<https://www.realtor.com/advice/sell/understanding-the-comparative-market-analysis/>