

COMPARATIVE MARKET ANALYSIS



**4796 Poe Avenue, Woodland Hills, California
91364**

PREPARED FOR
Mr. & Mrs. Seller

MARCH 26, 2021

PROPERTY PRICE ESTIMATE (range): \$1,675,00 - \$1,780,000

METHODOLOGY: The Comparable Market Analysis (CMA) is prepared using substantially similar properties in the immediate neighborhood of the subject property, and which have been active on the market over the past 365 days. This evaluation is an estimate only. In order to offer a more detailed evaluation, it would be necessary for me to view the property in person in order to evaluate things like upgrades, views, items requiring attention, etc. And just as a note; typically a property evaluation would focus on property activity within a 90-120 day period. However, I expanded the timeframe just to give you an idea of activity in your neighborhood over the past 12 months.

The estimate also takes into consideration the marketing of the subject property in the next 30-60 days. We are approaching what is generally considered the most active time of year for real estate sales. The combination of relatively low inventory levels of similar type properties types in this Woodland Hills neighborhood, along with interest rates which remain very competitive, make this current period one that would be generally favorable to sellers realizing a higher sale price than perhaps other periods of the year.

Professionally speaking; I've been in the business for more nearly 20 years. I have extensive marketing and lead generating resources at my disposal which will feature your property in its best light to thousands of real estate professionals and independent buyers both locally as well as far beyond the immediate area, and I am confident that exposure will result in the highest price possible for your property; which is the primary goal I will strive to achieve for you.

I also pride myself on providing a very high level of personal service to my clients, by making myself readily available to them, and as their partner and advocate, always representing them and their interests in the most professional manner. I work at the pace of my clients, and their best interests always come before all else.

Thank you again for your time and consideration; please feel free to contact me with any additional questions you may have. I look forward to hearing from you.

Sincerely,

Mark Marino

California Estate Realty

(818) 522-8378 | DRE #: 01403798

No two homes are identical, which is why choosing a sales price or offer price for a home can be challenging. That's where the comparable market analysis, or CMA, can be useful.

What is a CMA?

The CMA is a side-by-side comparison of homes for sale and homes that have recently sold in the same neighborhood and price range. This information is further sorted by data fields such as single-family or condo, number of bedrooms, number of baths, postal codes, and many other factors. Its purpose is to show fair market value, based on what other buyers and sellers have determined through past sales, pending sales and homes recently put on the market.

How is the CMA created?

CMAs are generated by a computer program supplied by your real estate agent's multiple listing service (MLS). The MLS is available to licensed members only, including brokers, salespeople, and appraisers, who pay dues to gain access to the service's public and proprietary data, including tax roll information, sold transactions, and listings input by all cooperating MLS members.

Listing agents generate CMAs for their sellers, and buyer's agents create them for their buyers so both sides know what current market conditions are for the homes they're interested in comparing.

How accurate are CMAs?

The CMA is a here-and-now snapshot of the market, based on the most recent data available, but it can instantly be rendered obsolete by a new listing, or a change of status in a home with the same criteria. Why? The market is constantly changing – new listings, pending sales, closed sales, price reductions, and expired listings.

CMAs can vary widely, depending on the knowledge and skill of the person inputting the search parameters to the software as well as the number and type of data fields that are chosen. That means some features may not be included.

As informative as the CMA is, it should only be used as a tool and should not substitute for your real estate professional's knowledge and advice.



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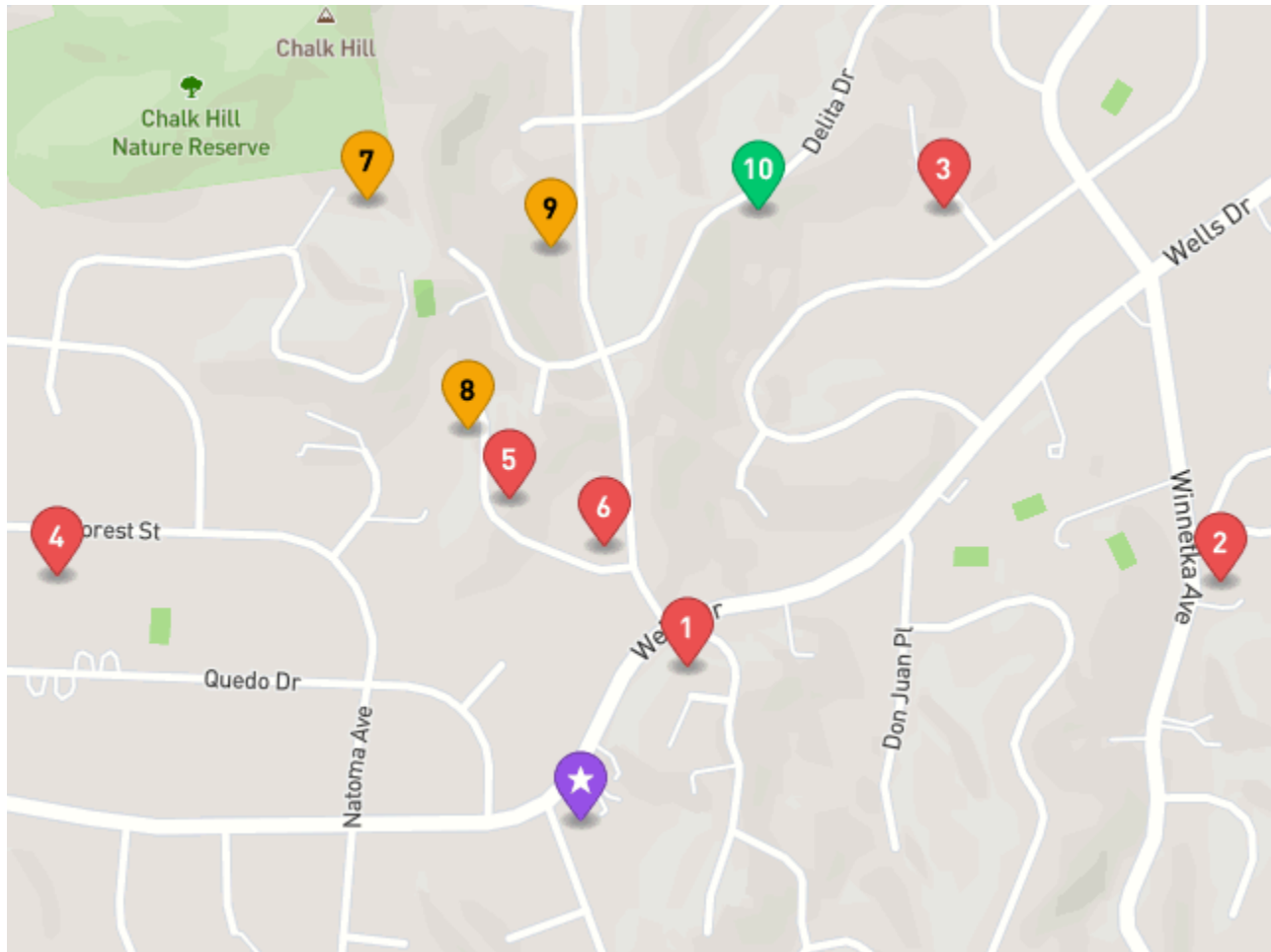


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	MLS #	Status	Address	Price
0	Subject		4796 Poe Avenue, Woodland Hills, California 91364	
1	21687560	S	20313 Strelina Place	\$1,500,000
2	SR20226902	S	4886 Winnetka Avenue	\$1,780,000
3	SR21009489	S	5115 Allentown Place	\$1,550,000
4	SR20257664	S	20628 De Forest Street	\$1,700,000
5	20632996	S	20351 Alerion Place	\$1,780,000
6	SR20249368	S	4931 Del Moreno Drive	\$1,658,500
7	SR20229996	P	5171 Dumont Place	\$1,369,000
8	SR21031469	P	20380 Alerion Place	\$1,499,000
9	SR21020846	P	5131 Del Moreno Drive	\$1,450,000
10	SR21059671	A	20232 Delita Drive	\$1,599,000

Status: S = Closed, P = Active Under Contract, P = Pending, A = Active

Sold Listings

Address	Beds	Baths	YrBlt	SqFt	Lot Size	Price	Sold Date
20313 Strelina Place	4	3.00	1973	2,623	16,911	\$1,500,000	3/23/21
4886 Winnetka Avenue	4	3.00	1975	2,826	0.34	\$1,780,000	3/23/21
5115 Allentown Place	4	3.00	1961	2,452	0.41	\$1,550,000	2/17/21
20628 De Forest Street	4	3.00	1956	3,096	0.4	\$1,700,000	2/25/21
20351 Alerion Place	4	3.00	1965	2,826	16,244	\$1,780,000	1/22/21
4931 Del Moreno Drive	4	3.00	1966	2,931	0.32	\$1,658,500	1/22/21
Averages				2,792	16,215	\$1,661,417	

Active Under Contract Listings

Address	Beds	Baths	YrBlt	SqFt	Lot Size	Price	Sold Date
5171 Dumont Place	4	3.00	1962	2,701	1.13	\$1,369,000	
20380 Alerion Place	4	3.00	1965	2,438	0.42	\$1,499,000	
5131 Del Moreno Drive	4	3.00	1959	2,901	0.51	\$1,450,000	
Averages				2,680	29,961	\$1,439,333	

Active Listings

Address	Beds	Baths	YrBlt	SqFt	Lot Size	Price	Sold Date
20232 Delita Drive	4	3.00	1962	2,585	0.43	\$1,599,000	
Averages				2,585	18,593	\$1,599,000	

COMPARABLE PROPERTIES

LISTINGS



4796 Poe Avenue, Woodland Hills, California 91364



20313 Strelina Place



4886 Winnetka Avenue



5115 Allentown Place

Status	Subject	Closed	Closed	Closed
List Price		\$1,329,000	\$1,695,000	\$1,399,000
Sold Price		\$1,500,000	\$1,780,000	\$1,550,000
List Date		2/4/21	10/27/20	1/15/21
Sold Date		3/23/21	3/23/21	2/17/21
\$/Sq. Ft		\$572	\$630	\$632
DOM		8	106	4
Year Built	1973	1973	1975	1961
Square Feet	2,583	2,623	2,826	2,452
Lot Size	13,585	16,911.0	14,806.0	17,891.0
City	Woodland Hills	Woodland Hills	Woodland Hills	Woodland Hills
Area		WHLL - Woodland Hills	WHLL - Woodland Hills	WHLL - Woodland Hills
Subdivision				
Style		Contemporary		Traditional
Taxes	12535.64			
Bedrooms	4	4	4	4
Bathrooms	3.0	3.00	3.00	3.00
Garages		2	3	2

Information is deemed reliable but not guaranteed.

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COMPARABLE PROPERTIES

LISTINGS



4796 Poe Avenue, Woodland Hills, California 91364



20628 De Forest Street



20351 Alerion Place



4931 Del Moreno Drive

Status	Subject	Closed	Closed	Closed
List Price		\$1,749,995	\$1,699,000	\$1,599,000
Sold Price		\$1,700,000	\$1,780,000	\$1,658,500
List Date		12/8/20	9/24/20	12/1/20
Sold Date		2/25/21	1/22/21	1/22/21
\$/Sq. Ft		\$549	\$630	\$566
DOM		5	11	8
Year Built	1973	1956	1965	1966
Square Feet	2,583	3,096	2,826	2,931
Lot Size	13,585	17,600.0	16,244.0	13,838.0
City	Woodland Hills	Woodland Hills	Woodland Hills	Woodland Hills
Area		WHLL - Woodland Hills	WHLL - Woodland Hills	WHLL - Woodland Hills
Subdivision				
Style		Ranch	Contemporary	
Taxes	12535.64			
Bedrooms	4	4	4	4
Bathrooms	3.0	3.00	3.00	3.00
Garages		2	2	2

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COMPARABLE PROPERTIES

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4796 Poe Avenue, Woodland Hills, California 91364



5171 Dumont Place



20380 Alerion Place



5131 Del Moreno Drive

Status	Subject	Active Under Contract	Pending	Pending
List Price		\$1,369,000	\$1,499,000	\$1,450,000
Sold Price				
List Date		10/31/20	2/15/21	1/31/21
Sold Date				
\$/Sq. Ft		\$507	\$615	\$500
DOM		139	21	1
Year Built	1973	1962	1965	1959
Square Feet	2,583	2,701	2,438	2,901
Lot Size	13,585	49,386.0	18,387.0	22,110.0
City	Woodland Hills	Woodland Hills	Woodland Hills	Woodland Hills
Area		WHLL - Woodland Hills	WHLL - Woodland Hills	WHLL - Woodland Hills
Subdivision				
Style		Contemporary,Ranch	Traditional	Contemporary
Taxes	12535.64			
Bedrooms	4	4	4	4
Bathrooms	3.0	3.00	3.00	3.00
Garages		3	2	2

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COMPARABLE PROPERTIES

LISTINGS



4796 Poe Avenue, Woodland Hills, California 91364



20232 Delita Drive

Status	Subject	Active
List Price		\$1,599,000
Sold Price		
List Date		3/24/21
Sold Date		
\$/Sq. Ft		\$619
DOM		2
Year Built	1973	1962
Square Feet	2,583	2,585
Lot Size	13,585	18,593.0
City	Woodland Hills	Woodland Hills
Area		WHLL - Woodland Hills
Subdivision		
Style		Contemporary, Traditional
Taxes	12535.64	
Bedrooms	4	4
Bathrooms	3.0	3.00
Garages		2

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Sold Listings

Number of listings	6
Lowest price	\$1,500,000
Average price	\$1,661,417
Highest price	\$1,780,000
Avg price per sqft	\$596
Avg DOM	23

**Active Under Contract Listings**

Number of listings	3
Lowest price	\$1,369,000
Average price	\$1,439,333
Highest price	\$1,499,000
Avg price per sqft	\$541
Avg DOM	53

Active Listings

Number of listings	1
Lowest price	\$1,599,000
Average price	\$1,599,000
Highest price	\$1,599,000
Avg price per sqft	\$619
Avg DOM	2



SOLD PROPERTY ANALYSIS

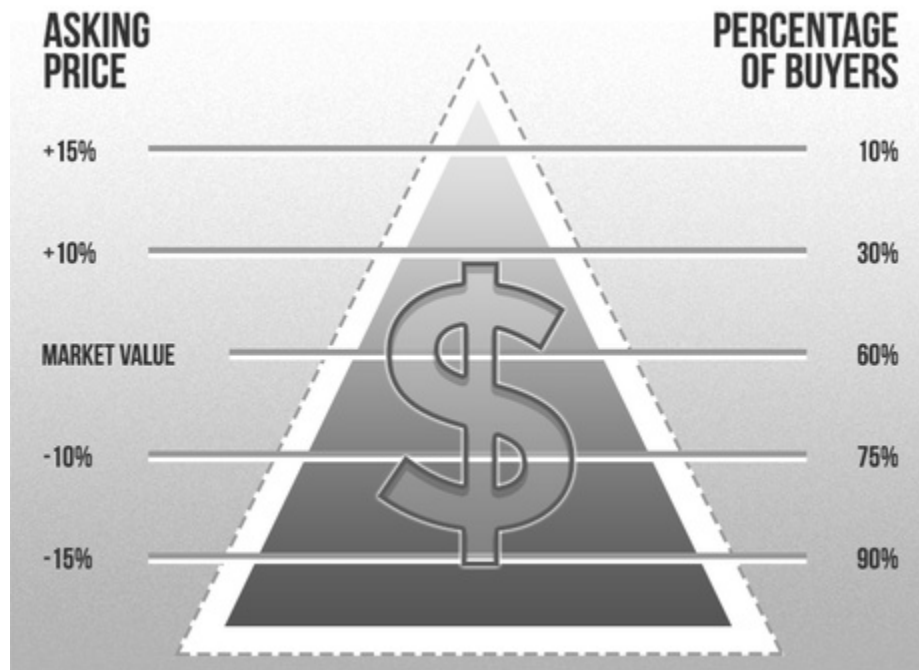
ANALYSIS



Address	Orig List Price	Sold Price	% of Orig List Price	DOM	\$ per Sqft
20313 Strelina Place	\$1,329,000	\$1,500,000	112.87%	8	\$572
4886 Winnetka Avenue	\$1,795,000	\$1,780,000	99.16%	106	\$630
5115 Allentown Place	\$1,399,000	\$1,550,000	110.79%	4	\$632
20628 De Forest Street	\$1,850,000	\$1,700,000	91.89%	5	\$549
20351 Alerion Place	\$1,699,000	\$1,780,000	104.77%	11	\$630
4931 Del Moreno Drive	\$1,599,000	\$1,658,500	103.72%	8	\$566
Averages	\$1,611,833	\$1,661,417	103.08%	23	\$596

Pricing a home for sale is as much art as science, but there are a few truisms that never change.

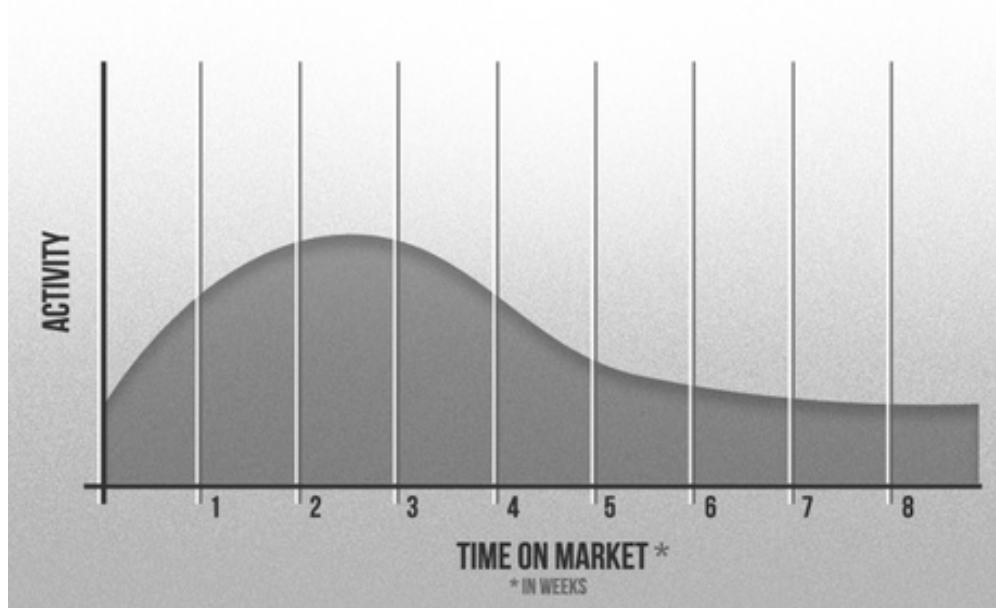
- Fair market value attracts buyers, overpricing never does.
- The first two weeks of marketing are crucial.
- The market never lies, but it can change its mind.



Fair market value is what a willing buyer and a willing seller agree by contract is a fair price for the home. Values can be impacted by a wide range of reasons but the two largest are location and condition. Generally, fair market value can be determined by comparables - other similar homes that have sold or are currently for sale in the same area.

Sellers often view their homes as special which tempts them to put a higher price on the home, believing they can always come down later, but that's a serious mistake.

Overpricing prevents the very buyers who are eligible to buy the home from ever seeing it. Most buyers shop by price range, and look for the best value in that range.



Your best chance of selling your home is in the first two weeks of marketing. Your home is fresh and exciting to buyers and to their agents.

With a sign in the yard, a description in the local Multiple Listing Service, distribution across the Internet, open houses, broker's caravan, ads, and email blasts to your listing agent's buyers, your home will get the greatest flurry of attention and interest in the first two weeks.

If you don't get many showings or offers, you've probably overpriced your home, and it's not comparing well to the competition. Since you can't change the location, you'll have to improve the home's condition or lower the price.

Consult with your agent and ask for feedback. Perhaps you can do a little more to spruce up your home's curb appeal, or perhaps stage the interior to better advantage.

The market can always change its mind and give your home another chance, but by then you've lost precious time and perhaps allowed a stigma to cloud your home's value.

Intelligent pricing isn't about getting the most for your home – it's about getting your home sold quickly at fair market value.

First Impressions

Most buyers form their first impression of your home before they even get out of their cars. This is “curb appeal,” or the view from the curb that tells the buyer how attractive and well-maintained your home is compared to other homes. In a competitive market, it takes more than trimming the hedges and planting a few flowers to create curb appeal.

The exterior of your home must be in pristine condition – freshly painted, cleared of clutter, with no visible repairs needed. A broken step, overgrown bush, or abandoned toys in the yard can spoil the appearance and your buyer’s first impression.

Curb Appeal

Curb appeal is important because it sets the tone for what the buyer is going to see inside. If the buyer likes the exterior, he or she will be predisposed to also like the interior and you’re that much closer to selling your home. To see what needs to be done to sell your home faster and for a higher price, go outside, stand on the curb and try to look at your home the way the buyer will.

Walkways/driveways - Make sure walkways are clear of snow, weeds, or debris. Repair or replace cracked steps or pavers. Driveways should also be clear of vehicles, toys and debris. Park cars in the garage.

Landscaping - Keep your lawn mowed, edged and watered. Prune dead branches and plants. Weed flower beds and replace leggy, thin landscaping with fresh plants and flowers.

Exterior - Replace loose or damaged roof shingles, clean the gutters, and paint and caulk window trim and doors. Repaint the front door an eye-catching color that complements the rest of the exterior. Replace broken windows.

Entry - Power wash siding, brick, windows, and porches. Paint or replace furniture such as rocking chairs or porch swings. Replace mailboxes, light fixtures, door knobs or any other fixture that looks less than fresh. Put out a welcoming new floormat.

Some parts of your home may require more work than others, but it’s well worth it to get buyers eager to see what’s inside.