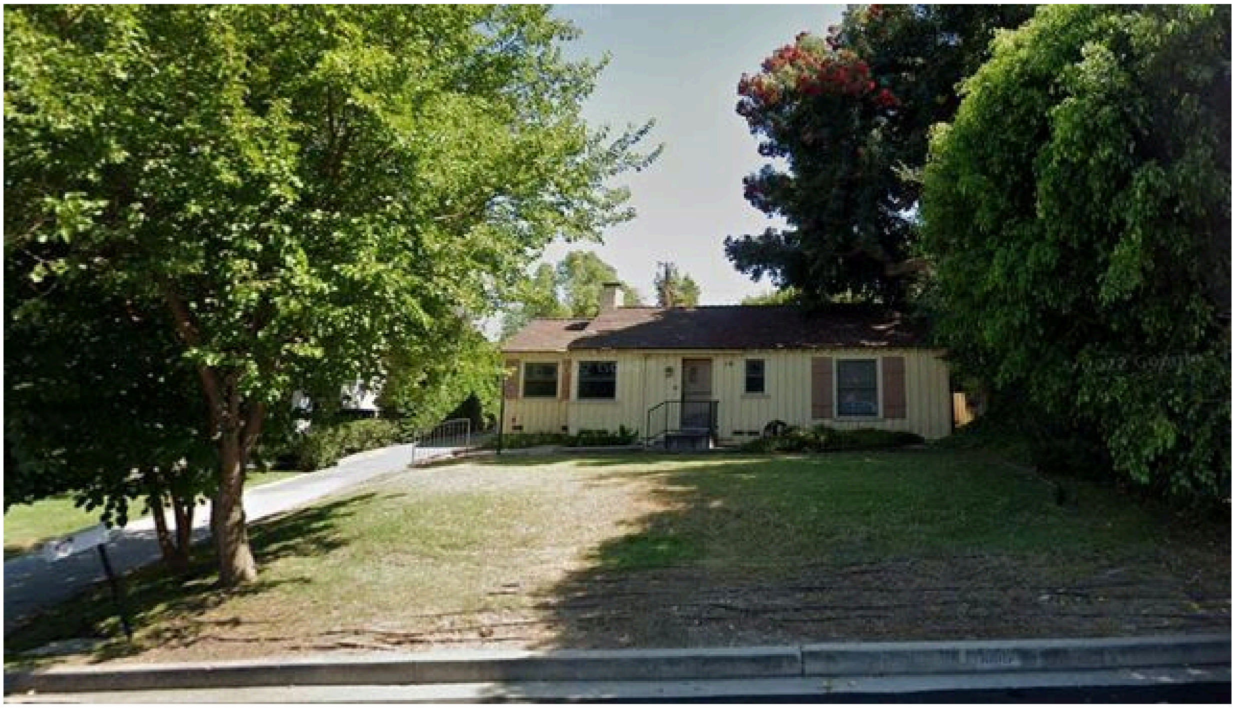
COMPARATIVE MARKET ANALYSIS



1006 Balboa Drive, Arcadia, California 91007

PREPARED FOR

Melissa Wolf

MAY 23, 2024

May 23, 2024

Dear Melissa Wolf,

I appreciate the opportunity to share my business plan with you.

In order to inform you about the current happenings in today's market, I have prepared this comparative market analysis (CMA) especially for you. There are many properties on the market today, and each has different amenities, sizes, and values. By reviewing this CMA, you will have the information needed to price your home in the appropriate range in today's market.

The current real estate market presents a variety of challenges. Today's buyers are taking longer to make decisions and have to make sure they qualify for a loan. These obstacles can make selling a daunting task. My goal is to help you overcome these things and sell your home quickly and at a fair market value.

Home buyers always do a lot of comparison shopping. In today's market it is especially important to price your home right from the beginning and to get it "show ready". There are many homes available in all price ranges, but the homes that are priced right and show well are the ones that bring in qualified buyers.

Part of this package includes a detailed copy of my personal marketing plan. We will certainly go over this in detail so that you feel comfortable to entrust your home sale to me. I am sure that once you review the plan, you will feel very satisfied with me marketing your home.

I look forward to working with you on the sale of your home.

Sincerely,

Li (Charlton) Wang

Our company is a multifaceted business that operates with you, the customer, at the forefront of our day-to-day operations. We are well known and respected in the community and our philosophies are based on both honesty and integrity. As a client centered business, you will receive personal service and be backed by a reputable company.

We implement multi-level marketing strategies that benefit our clients with every transaction. Our real estate agents have extensive access to information about the communities in which they deal. This includes, but is not limited to: schools, populations, recreation, entertainment, home values, growth potential and surrounding areas. Many agents live in the areas we serve and therefore can more accurately overcome potential obstacles and focus on the unique needs of our clients.

Our commercial division is well-equipped to provide today's growing number of real estate investors with opportunities for both income and commercial properties.

The real estate market is always changing and as a result, our agents regularly attend training sessions and events to further their knowledge and be sure that they are focusing on current conditions that affect today's buyers and sellers. This type of training is imperative if we are to be successful in obtaining top dollar on home sales. Our goal is to make sure that we satisfy the special needs of all of our clients and at the same time make the process and transactions go as smoothly as possible.

Our company is dedicated to maintaining a professional, trustworthy relationship with our clients. One way this can be seen is through this Comparative Market Analysis (CMA) which you hold in your hand. This CMA compiles the most current and accurate information relevant to the sale of your home. Seeing that this is perhaps your most valuable asset, it is imperative that you be equipped with the most complete information possible related to the pricing and marketing of your home.

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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What is this bar code?

This **QR code** makes it easy for you to download this report to your smart phone.

1. **Make sure your phone can scan a QR code with its camera.** If you don't already have one, you can try http://cloudcma.com/qr on your phone's browser to download an app, or do a Google search for the model of your phone along with the term "QR reader".

2. **Now use that app to scan the QR code above.**

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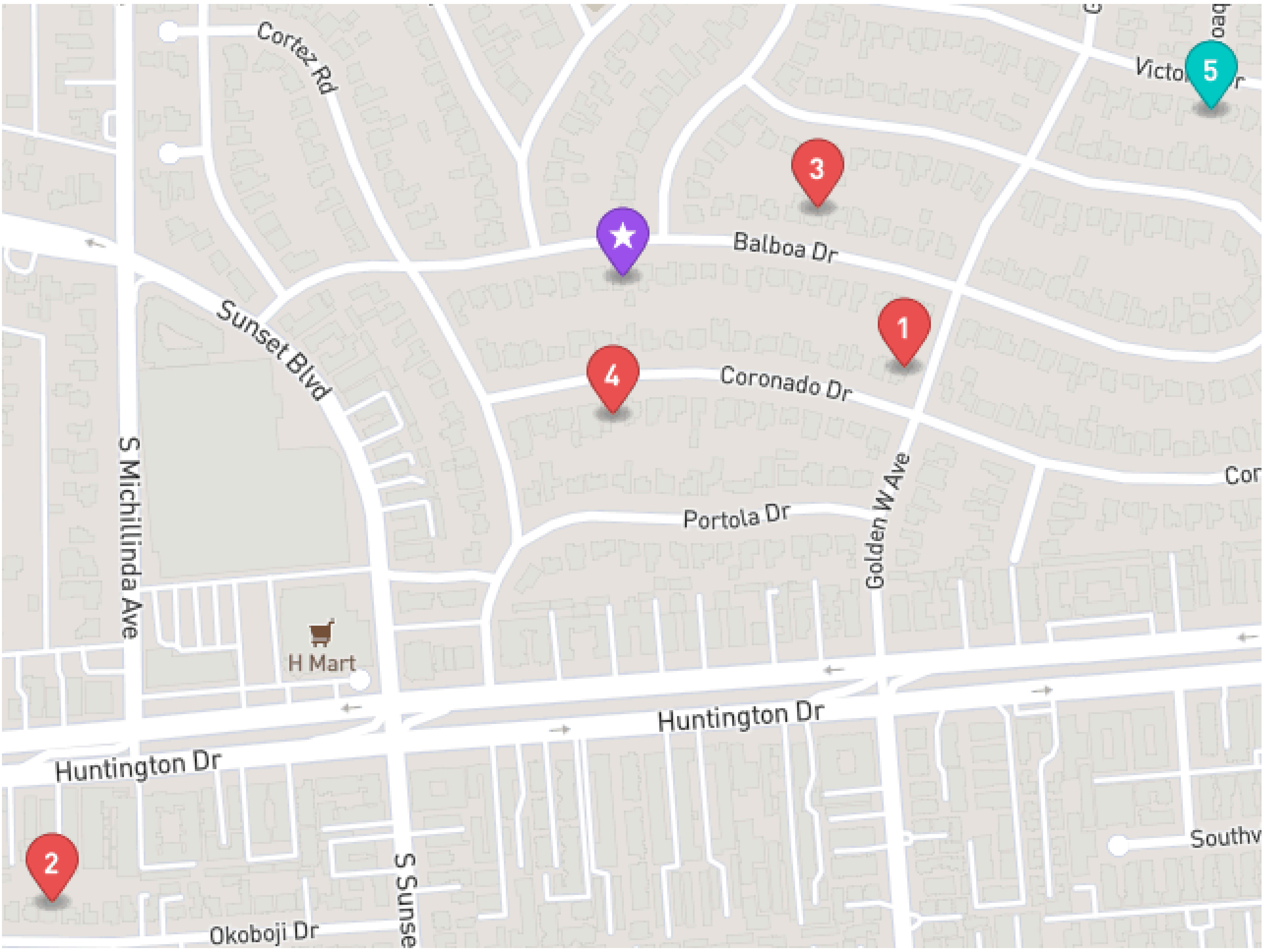
COLDWELL BANKER
NEW CENTURY

MAP OF ALL LISTINGS



	MLS #	Status	Address	Price
0	Subject		1006 Balboa Drive, Arcadia, California 91007	
1	CV24071643	S	901 Coronado Drive	$1,580,000
2	CV24052041	S	9163 Southview Road	$1,400,000
3	WS24004427	S	933 Balboa Drive	$1,505,100
4	AR23204369	S	1004 Coronado Drive	$1,690,000
5	24382047	B	852 Victoria Drive	$1,388,000

Status: S = Closed, B = Active Under Contract

SUMMARY OF COMPARABLE PROPERTIES

INTRO

Sold Listings

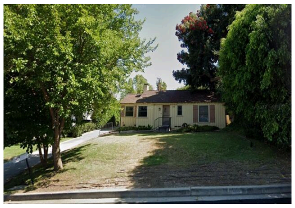
Address	Beds	Baths	YrBlt	SqFt	Lot Size	Price	Sold Date
901 Coronado Drive	2	2.00	1942	1,703.0	11,398	$1,580,000	5/13/24
9163 Southview Road	4	2.00	1953	1,664.0	7,514	$1,400,000	4/30/24
933 Balboa Drive	3	2.00	1940	1,562.0	9,193	$1,505,100	2/15/24
1004 Coronado Drive	3	2.00	1949	1,704.0	9,429	$1,690,000	12/26/23
Averages				1,658	9,383	$1,543,775	

Backup Offer Listings

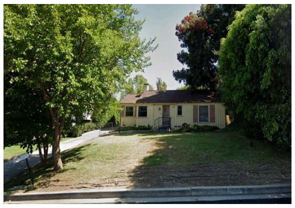
Address	Beds	Baths	YrBlt	SqFt	Lot Size	Price	Sold Date
852 Victoria Drive	3	2.00	1946	1,516.0	7,826	$1,388,000	
Averages				1,516	7,826	$1,388,000	

COMPARABLE PROPERTIES

LISTINGS

	 **1006 Balboa Drive, Arcadia, California 91007**	 **901 Coronado Drive**	 **9163 Southview Road**	 **933 Balboa Drive**
Status	Subject	Closed	Closed	Closed
List Price	TBD	$1,488,000	$1,299,888	$1,388,000
Sold Price		$1,580,000	$1,400,000	$1,505,100
List Date		4/9/24	3/15/24	1/16/24
Sold Date		5/13/24	4/30/24	2/15/24
$/Sq. Ft		$928	$841	$964
DOM		11	7	7
Year Built	1941	1942	1953	1940
Square Feet	1,684	1,703.0	1,664.0	1,562.0
Lot Size	9,842	11,398	7,514	9,193
City	Arcadia	Arcadia	San Gabriel	Arcadia
Area		605 - Arcadia	654 - San Gabriel	605 - Arcadia
Subdivision				
Style		Ranch,Traditional	Traditional	Ranch,Traditional
Taxes	1963.96			
Bedrooms	2	2	4	3
Bathrooms	2.0	2.00	2.00	2.00
Garages		2	2	1

COMPARABLE PROPERTIES
LISTINGS

	 1006 Balboa Drive, Arcadia, California 91007	 1004 Coronado Drive	 852 Victoria Drive
Status	Subject	Closed	Active Under Contract
List Price	TBD	$1,625,000	$1,388,000
Sold Price		$1,690,000	
List Date		11/2/23	4/19/24
Sold Date		12/26/23	
$/Sq. Ft		$992	$916
DOM		14	12
Year Built	1941	1949	1946
Square Feet	1,684	1,704.0	1,516.0
Lot Size	9,842	9,429	7,826
City	Arcadia	Arcadia	Arcadia
Area		605 - Arcadia	605 - Arcadia
Subdivision			
Style			Cottage
Taxes	1963.96		
Bedrooms	2	3	3
Bathrooms	2.0	2.00	2.00
Garages		2	2

Sold Listings

Number of listings	4
Lowest price	$1,400,000
Average price	$1,543,775
Highest price	$1,690,000
Avg price per sqft	$931
Avg DOM	10

Backup Offer Listings

Number of listings	1
Lowest price	$1,388,000
Average price	$1,388,000
Highest price	$1,388,000
Avg price per sqft	$916
Avg DOM	12

Address	Orig List Price	Sold Price	% of Orig List Price	DOM	$ per Sqft
901 Coronado Drive	$1,488,000	$1,580,000	106.18%	11	$928
9163 Southview Road	$1,299,888	$1,400,000	107.70%	7	$841
933 Balboa Drive	$1,388,000	$1,505,100	108.44%	7	$964
1004 Coronado Drive	$1,625,000	$1,690,000	104.00%	14	$992
Averages	$1,450,222	$1,543,775	106.58%	10	$931

Analysis of the comparable properties suggests a list price of:

$0

Here are some other pricing factors to consider:

	Low	Median	Average	High	Proj. value $/sqft
All listings	$1,388,000	$1,505,100	$1,512,620	$1,690,000	$1,562,767
Active listings					
Sold listings	$1,400,000	$1,542,550	$1,543,775	$1,690,000	$1,568,005

MARKETING ACTION PLAN

INFO

Below are a few of the services we can provide as part of the marketing of your home. Before we can get started, the first important step is to:

- Sign and complete the Listing Agreement

First Week

- Enter listing into the MLS system.
- Put up "For Sale" yard sign.
- Install lock box. (optional)
- Schedule time to shoot property photos.
- Review showing procedure.
- Prepare property flyer.
- Syndicate listing to real estate websites.

Second Week

- Invite brokers and agents to tour home.
- Begin agent to agent marketing efforts.
- Review and update status.

Third Week

- Hold Open House.

Ongoing activities

- Show property to potential buyers.
- Follow-up on Internet leads.
- Monitor market conditions.
- Monitor comparable properties for sale.
- Monitor foreclosures and short sales in market.

WHY YOU NEED A REAL ESTATE PROFESSIONAL INFO

If you're planning to sell your home, it's probably crossed your mind to try to sell it yourself and save the sales commission. But, there are some very good reasons why that would be a mistake.

According to housing industry experts at HomeGain.com and Realtor.org, more homes listed by real estate agents are sold than homes marketed by owners, and they sell more quickly and for more money.

Homes listed by real estate professionals get more exposure and their sellers get more support. Real estate professionals offer many advantages:

- They're trained and licensed professionals.
- They have experience in your neighborhood and your market.
- They have oversight from brokers and state licensing officials.
- Their job is to advise you the best way to reach your goals.
- Their continuing education keeps them up-to-date on housing issues.
- They know how to present your home and deal with buyers.
- They know how and where to market properties.
- They know how to overcome typical snags that occur in all real estate transactions and closings.
- They understand state-required disclosures and look out for your best interests.
- They understand personal safety and security for your belongings during showings.
- They know the best resources to make transactions go more smoothly, from bankers to home-stagers to contractors.
- They have the most accurate data sources – the MLS, the only data repository that has the most up-to-date listing and sales information.
- They know how to negotiate.
- Their job is making real estate transactions successful.

When you market your own home, you have to make the time to do all the jobs a real estate professional would do, and you'll be competing against other sellers who have real estate professionals by their sides.

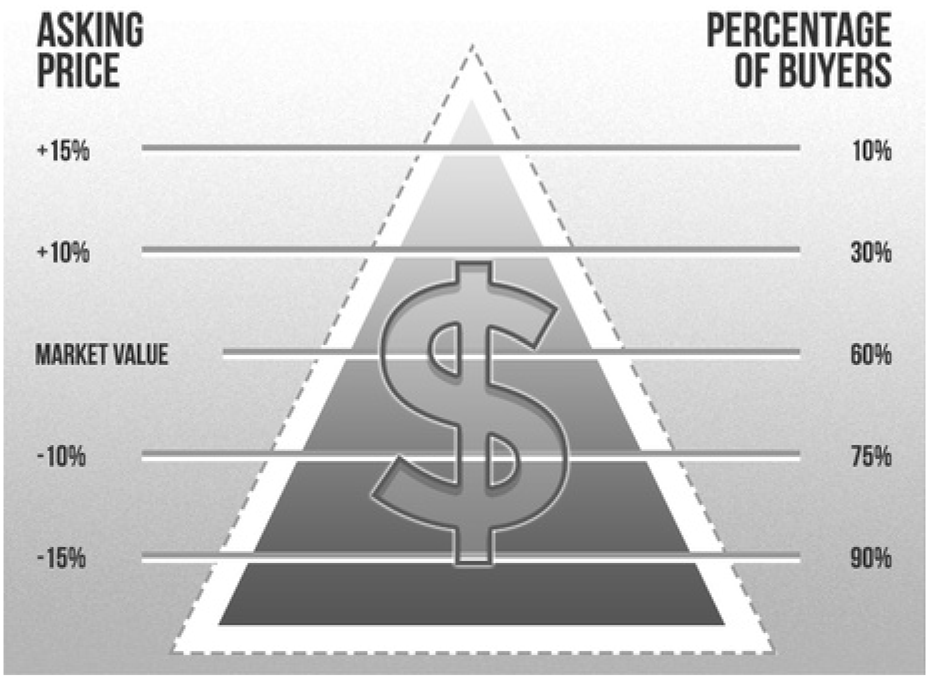
If you can't leave work to show your home, or you feel it requires more knowledge and experience than you have, you can't go wrong by hiring a well-respected real estate professional.

INTELLIGENT PRICING AND TIMING

INFO

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

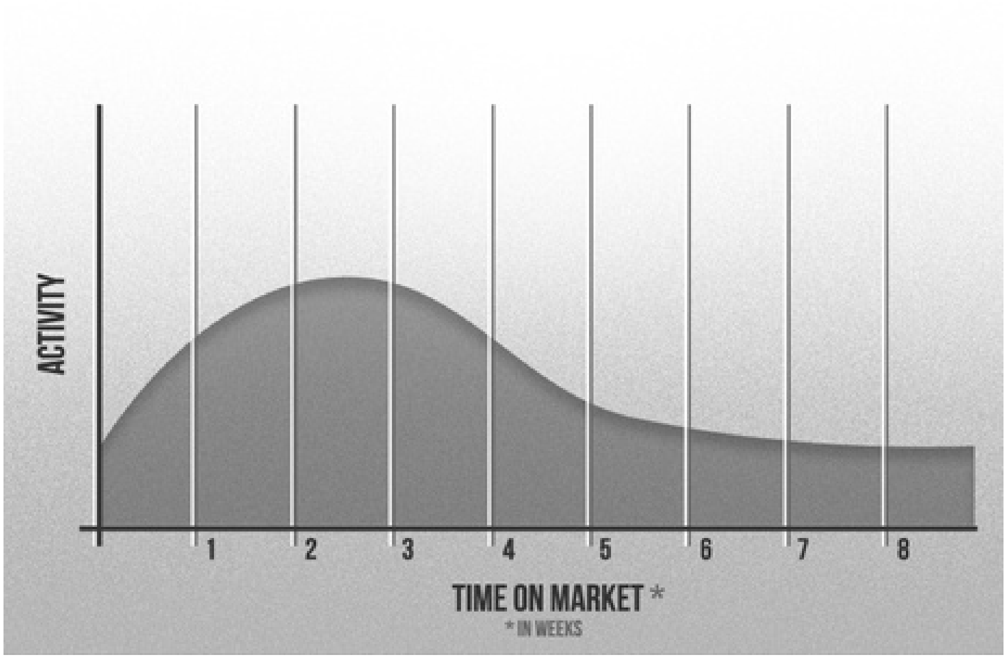
- Fair market value attracts buyers, overpricing never does.
- The first two weeks of marketing are crucial.
- The market never lies, but it can change its mind.



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.

CURB APPEAL, A FIRST IMPRESSION THAT LASTS INFO

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.

SHOWINGS AND OPEN HOUSE CHECKLIST

INFO

Once your home goes on the market, real estate agents may call to show your home anytime, day or evening. Keeping your home "showtime" ready can be challenging, especially if you have children and pets.

Showings & Open House checklist

- **Eliminate clutter:** Not only is clutter unattractive, it's time-consuming to sort through and expensive for you to move. If you have a lot of stuff, collections, and family mementoes, you would be better off renting a small storage unit for a few months.
- **Keep, donate, throw away:** Go through your belongings and put them into one of these three baskets. You'll receive more in tax benefits for your donations than pennies on the dollar at a garage sale. It's faster, more efficient and you'll help more people.
- **Remove temptations:** Take valuable jewelry and collectibles to a safety deposit box, a safe, or store them in a secure location.
- **Remove breakables:** Figurines, china, crystal and other breakables should be packed and put away in the garage or storage.
- **Be hospitable:** You want your home to look like a home. Stage it to show the possibilities, perhaps set the table, or put a throw on the chair by the fireplace with a bookmarked book on the table.
- **Have a family plan of action:** Sometimes showings aren't convenient. You can always refuse a showing, but do you really want to? If you have a showing with little notice, get the family engaged. Everyone has a basket and picks up glasses, plates, newspapers, or anything left lying about.
- **Get in the habit:** Wash dishes immediately after meals. Clean off countertops. Make beds in the morning. Keep pet toys and beds washed and smelling fresh.
- **Clean out the garage and attic:** Buyers want to see what kind of storage there is.

The Essential Five-minute Clean-up for Showings

Everyone gets their baskets and cleans up clutter. Check for hazards, like toys left on the floor. Make sure all toys, including bicycles, are put away.

- **Put pets in daycare, sleep cages or take them with you:** In the listing instructions, there should be a warning if there is a big dog on premises. Buyers with allergies also may appreciate knowing in advance if you have pets.
- **Turn on lights:** Open the drapes, turn on lights so buyers can really see.
- **Give the buyer privacy:** The buyer can not come to your home without being accompanied by an agent. The buyer can assess your home more honestly without your presence.

Moving to a new home can be an exciting journey. Whether you're changing cities or neighborhoods, a move is not only a change in scenery, it's the start of a new chapter in life. Yet, moving can also be very stressful, often seeming like one thing after another has to be done. By finding the right moving service and having a good, though flexible, moving plan, most of the common moving headaches can be easily avoided.

Start planning your move

Finding the best mover for your particular needs and at the right price involves a simple evaluation of your needs. Like many service-oriented industries, the moving companies of today have expanded to offer a wide range of services in order to be competitive. From planning your move, to storing your things, to packing and unpacking, to decorating and organizing your belongings in your new home, you can choose the extent of services you require and have them tailored to suit your moving budget.

Deciding what to pack isn't as simple as it sounds, particularly if you're downsizing, but the amount of goods as well as the type of goods you're moving can make a big difference in which mover you choose and how much you'll spend.

A good rule of thumb is to group items into no more than three categories - Keep, Donate, Throw Away. Label your things according to the rooms where they'll be moved – bedroom #2, first floor powder bath by stairs, etc. Provide your movers with copies of the floorplan of your new home, so they can move more efficiently without having to stop and ask you where things go. Lastly, remember that the movers, though they are professionals, will get tired. On the Chicago-based Bernard Movers website, the movers advise keeping boxes under 50 pounds whenever possible. They also strongly recommend putting heavier items in smaller boxes to reduce bulkiness, and lighter items in larger boxes with proper labeling like "topload."

Get referrals

According to Mayflower.com, one of the nation's most recognized movers, finding a good moving service begins with asking someone you know - a family member, coworker or a friend about their moving experiences, good or bad. Who do you know who works with people who frequently move? Your real estate professional can also be an excellent source of information. And if you're being transferred, ask your relocation agent which moving companies their company recommends. Other employees of your company who have preceded your relocation may also be able to suggest a reputable mover.

Large industry organizations such as American Moving and Storage Association have associate members listed on their Web sites. These associate moving company members must agree to abide by the terms of the organization's published tariffs and to participate in the Arbitration Program sponsored by the organization, which may be positive for consumers. Although the AMSA doesn't recommend movers, a list of members is posted on the site, along with helpful hints. The AMSA does suggest getting several estimates in order to compare cost and range of services.

Consumer organizations such as the Better Business Bureau can give you additional insights. If the company is registered through BBB, then you can find all relevant information from their corporate address, BBB rating, if there are any complaints against the company, the names of any and all management, and any specific licensing that your state may require. Of course one of the many places to start looking for your mover is the Internet. Online you can find and compare many moving companies' services on their websites.

Comparing movers

When you compare price and service estimates from several moving companies, you will find that estimates are based on the weight of your household items, the distance they will be moved, and the amount of packing and other services you will require. Be sure to show the estimator every single item that will be moved. Find out if your mover accepts credit cards, third-party payments from your company, or whether the mover operates by cash only. Negotiations with your mover should include a clear understanding of rates and charges that will apply, the mover's liability for your belongings, pick-up and delivery schedules, and claims protection. For example, if you decide to pack some of your own things, your mover will not be liable. If your estimate is binding, it will not cover non-itemized items. Non-binding estimates are not guaranteed rates, and only cover the weight of your shipment, and the cost of the moving services. An estimate still has to be performed before a mover will provide you with a binding contract.

If you are moving interstate, you should read and understand all of the information you will receive. In addition to brochures explaining their various services, moving companies should give you a copy of a consumer booklet entitled "Your Rights and Responsibilities When You Move" and information regarding the mover's participation in a Dispute Settlement Program. Distribution of the consumer booklet and the requirement that movers must offer shippers neutral arbitration as a means of settling disputes that may arise concerning loss or damage on household goods shipments are requirements of the Federal Highway Administration (FHWA).

Be prepared

Even in the most well-planned moves, something can happen. Insurance is crucial. Check with your homeowner's insurance carrier about coverage for your belongings while moving. Your mover will provide either released value insurance (about $0.60 per pound of goods lost or damaged, according to NAVL.com) or full replacement value, which you must sign for on your bill of lading. If you are not sure how to estimate the value of your belongings for insurance purposes, your insurance carrier may provide suggestions, such as $10,000 per room or half the value of the new home. Items of special value such as heirlooms, paintings, or collectibles can be insured under separate riders. In the event of damage to an item, file a claim immediately. Be sure to save the packing materials to show to the adjuster, should there be any problems.

THE VALUE OF YOUR HOME

INFO

In a neighborhood of similar homes, why is one worth more than another? That's the question that's teased buyers and sellers for ages, but the answer is simple.

Every home is different.

When a home is sold, a willing seller and a willing buyer have just announced to the world the value of that home. From there, other similar homes are benchmarked, but other factors come into play. The most important are:

Location - The closer a home is to jobs, parks, transportation, schools, and community services, the more desirable it is.

Size - Square footage impacts home values because they're built using more materials. Larger lot sizes mean more privacy.

Number of bedrooms and baths - Over time, median homes have grown larger. Decades ago, household members shared bedrooms and baths without complaint, but today, families want more privacy. The median home purchased today is a three-bedroom, two-bath home.

Features and finishes - Features such as outdoor kitchens and spa baths make a home more luxurious. A home finished with hardwood floors and granite countertops is going to cost more than a home with carpet and laminate countertops.

Condition - The closer a home is to new construction, the more it will retain its value. It's perceived as more modern, up to date, and perhaps safer. Homes that are not updated or in poor repair sell for less. It's a good idea for homeowners to keep their homes updated and in top repair.

Curb appeal - From the street, the home looks clean, fresh, and inviting. Fresh landscaping and flowers won't change the size or location, but they certainly add charm.

When two homes are identical in the same neighborhood, a higher price may come down to something as simple as views, or paint colors, or the overall taste of the homeowner.

Valuing a home will never be an exact science, but if you buy wisely, keep your home updated and in good repair, you should recoup most if not all of your investment.

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