

COMPARATIVE MARKET ANALYSIS



COASTLINE
REALTY

HISTORIC
CAPE MAY,
NEW JERSEY
Established 1974

Prepared by:

WWW.COASTLINEREALTY.COM

941 Columbia Avenue, Cape May, NJ 08204

(609) 884-5005

YOUR HOME IS YOUR MOST VALUABLE POSSESSION

In fact, many of the people we serve have only the equity in their property to see them through their retirement years. With this in mind, we wish to thank you for placing your trust in us to help you through the process.

Goal #1

HELP YOU SET A LIST PRICE THAT REPRESENTS TOP MARKET VALUE, WITHOUT GOING SO HIGH THAT IT DOES NOT SELL AT ALL.

This can only be accomplished by a thorough understanding of the current market. Inside this document you will find a detailed market analysis to help you through this process. It has been prepared to ensure that you feel comfortable and confident as we proceed to reach this important goal.

Additionally, you will find significant information that will help you feel confident you are being represented by an agent and real estate company that is **second to none**.

We welcome the opportunity to serve you, and insist that you contact us with any questions you may have.

Sincerely,



This CMA is not an appraisal and should not be considered the equivalent of an appraisal.

The broker/owner does not guarantee the accuracy of square footage, lot size, or any other information concerning the condition or features of property provided by the seller or obtained from public records, or other sources, and the buyer is advised to independently verify the accuracy of that information through personal inspection and with appropriate professionals. Information deemed reliable, but not guaranteed, copyrighted.

EXPERIENCE AND EXPERTISE

We have been a member of both the Greater Cape May and Cape May County Chambers of Commerce since 1974. Our company is a member of the Cape May County Multiple Listing System and the South Jersey Multiple Listing System. We are knowledgeable about Cape May, Cape May Point, West Cape May, and Lower Township zoning, historic preservation, construction, investment properties, hotels, Bed & Breakfasts, interior design. It's all in-house. We know who's who; the plumbers, electricians, handymen, and so on.

EDUCATION AND TRAINING

Many of our Agents background education adds as a group to Coastline's vast knowledge as a team. Below is a list of designations and committees our Agents currently have or participate in.

*Accredited Buyers Representatives
Graduate of Realtors Institute
Resort & Second Home Property Specialist
C.M. County Multiple Listing System Directors
Short Sales and Foreclosure Resource
Member of Historic Preservation
Cape May County Chamber Member
Seniors Real Estate Specialist
Certified Residential Specialist
Professional Standards Committee*

*C.M. County Association of Realtors Directors
C.M. County Association of Realtors 2010 President
Institute of Real Estate Management
Multiple Listing Task Force Committee
Scholarship Committee
Grievance Committee
Community Service Committee
Notary Publics
Sellers Representative Specialist and Others*

I trust that you will find our sales force educated, friendly and knowledgeable; our property advertising impressive, and our staff professional and helpful. We are dedicated to seeing that you get the best service. Communication is the key to helping us serve you better.

SERVICES

We can help with all your Real Estate needs. We are tech savvy, knowledgeable in zoning, structure, photography, architecture and marketing specialists. We make the process of moving from beginning to sold go smoothly navigating the sales process with ease.

Buyer's Agents: We can search every single property in Cape May County – and find you the perfect fit. On our site you can search every property in the Cape May County MLS or we can automatically notify you every time a property that fits your requirements comes on the market!

Seller's Agents: When you list with Coastline Realty, you get maximum exposure on our outstanding website, plus many other websites that we subscribe to. You get our market savvy Realtors who will amaze you with their knowledge and ability. You can also get our absolutely free Comparative Market Analysis, so you will know the market value of your property.

Renting a Vacation Home: The friendly and experienced staff at Coastline Realty can help you find the perfect beach rental in Cape May, West Cape May or Cape May Point. Beautiful beaches on the Cape May coast provide the perfect atmosphere to enjoy the sun, sand and surf. Life on the island is relaxing and after vacationing here you'll return home feeling refreshed.

When it comes to Cape May Area real estate, Coastline Realty is proud to be the Full Service primary choice when searching for a Cape May County Realtor. We are pleased to bring you the professional service and attention you deserve.

COASTLINE REALTY WAS FOUNDED IN CAPE MAY IN 1974

Our company is highly respected in the community because we provide professional service to all of our customers. Our dedicated, award winning Real Estate Professionals, working together, make a powerful sales force. Coastline Realty is an award winning Real Estate Agency open seven days a week, providing unmatched service to sellers, buyers and renters. We are consistently a top office on the island and surrounding area, and consistently ranked in the top 3% in the entire county. We offer an extensive list of services as your office of choice.

At Coastline Realty we know the sale of your property is a serious transaction requiring a high level of education and experience in the local real estate market. We have many repeat Circle of Excellence Million Dollar Sales Award winning agents every year; an achievement only 6% of New Jersey Association of Realtors members receive.

Coastline Realty specializes in waterfront and luxury properties along the coastline, offshore properties, primary and secondary properties and first time home buyers. Carol Menz, GRI, SRES, CRS, SFR, ABR; SRS; RSPS; is the Broker/Owner of Coastline Realty, an independent, family-owned and operated office that's been in business since 1974. Carol has continued Coastline's tradition of maintaining high standards and understanding the individual needs of our customers. At Coastline Realty, we strive daily to exceed your expectations.



The outstanding performance of our office is based on our Daily Mission:
***To provide each and every Coastline customer with the finest real estate service based on the highest standard of ethics, values, and client care.
We accomplish this by placing our customers interests FIRST.***

Many companies have tried to imitate our success, but you just can't duplicate our people. We are committed to serving you with honesty and integrity. We stand committed to these ideals because we're not in it for the fast sale, we want you to be our customer **FOR LIFE!**



COASTLINE HISTORIC CAPE MAY, NJ REALTY

Serving the
Cape May County Area since

1974

OUR LISTINGS SELL!

Call us for a free professionally prepared home value analysis, make-ready consultation, and personalized market plan unique to your property.

609-884-5005

102 INDIAN TRAIL ROAD	BURLEIGH	L
1326 NEW YORK AVENUE	CAPE MAY	L
627 HUGHES STREET	CAPE MAY	L
1307 BEACH AVENUE	CAPE MAY	L
1006 WASHINGTON STREET	CAPE MAY	L
501 BEACH AVENUE	CAPE MAY	L
1307 BEACH AVENUE	CAPE MAY	L
9 JACKSON STREET	CAPE MAY	L
1118 IDAHO AVENUE	CAPE MAY	L
1700 MARYLAND AVENUE	CAPE MAY	L
1066 OHIO AVENUE	CAPE MAY	L
1385 WASHINGTON STREET	CAPE MAY	L
805 PITTSBURGH AVENUE	CAPE MAY	L
1320 PENNSYLVANIA AVENUE	CAPE MAY	L
501 BEACH AVENUE	CAPE MAY	L & S
501 BEACH AVENUE	CAPE MAY	L & S
501 BEACH AVENUE	CAPE MAY	L & S
1312 DELAWARE AVENUE	CAPE MAY	L & S
11 BEACH AVENUE	CAPE MAY	L & S
704 COLUMBIA AVENUE	CAPE MAY	L & S
501 BEACH AVENUE	CAPE MAY	L & S
1361 C ILLINOIS	CAPE MAY	S
1319 NEW JERSEY AVENUE	CAPE MAY	S
1351 OHIO AVENUE	CAPE MAY	S
1009 NEW YORK AVENUE	CAPE MAY	S
502 W PERRY STREET	CAPE MAY	S
1374 LAFAYETTE STREET	CAPE MAY	S
912 LAFAYETTE STREET	CAPE MAY	S
24 OCEAN STREET	CAPE MAY	S
805 PITTSBURGH AVENUE	CAPE MAY	S
1004 SAINT JAMES PLACE	CAPE MAY	S
1125 NEW YORK AVENUE	CAPE MAY	S
7 & 10 OCEAN STREET	CAPE MAY	L & S
404 DUNE ROAD	CAPE MAY BEACH	L
508 DELVIEW ROAD	CAPE MAY BEACH	L
3605 SHORE DRIVE	CAPE MAY BEACH	L
2687 BAY DRIVE	CAPE MAY BEACH	L & S

272 INDIAN TRAIL ROAD	CMCH	L
113 INDIAN TRAIL ROAD	CMCH	L
13 W WOODLAND AVENUE	CMCH	L
3 BENCHE COURT	CMCH	L
670 SHUNPIKE ROAD	CMCH	L
40 DORY DRIVE	CMCH	L
370 ROUTE 47 SOUTH	CMCH	L
43 ROUTE 47 N #MB26 ROUTE	CMCH	L & S
969 HAND AVENUE	CMCH	L & S
SHUNPIKE (LOT 11.04) ROAD	CMCH	S
43 N ROUTE 47	CMCH	S
711 CAPE AVENUE	CAPE MAY POINT	L
514 PEARL AVENUE	CAPE MAY POINT	L & S
306 LINCOLN AVENUE	CAPE MAY POINT	L & S
303 BRAINARD AVENUE	CAPE MAY POINT	L & S
204 LINCOLN AVENUE	CAPE MAY POINT	S
202 CAMBRIDGE AVENUE	CAPE MAY POINT	S
303 BRAINARD AVENUE	CAPE MAY POINT	L & S
731 KINGS HIGHWAY	CLERMONT	S
109 GENEVA AVENUE	DEL HAVEN	L
1 SUNRAY BEACH ROAD	DEL HAVEN	L
102 PINE AVENUE	DEL HAVEN	L

965 SEASHORE BRIDGE ROAD	LOWER TOWNSHIP	L & S
6 MONTAUK COURT	LOWER TOWNSHIP	S
408 PROVINCETOWN DRIVE	LOWER TOWNSHIP	S
810 SEASHORE ROAD	LOWER TOWNSHIP	S
530 SHERIDAN AVENUE	LOWER TOWNSHIP	S
310 SUZANNE AVENUE	NORTH CAPE MAY	L
103 TEAL AVENUE	NORTH CAPE MAY	L
118 OLD MILL DRIVE	NORTH CAPE MAY	L
334 LINDA ANNE AVENUE	NORTH CAPE MAY	L
205 WASHINGTON BOULEVARD	NORTH CAPE MAY	L
216 LINDA ANNE AVENUE	NORTH CAPE MAY	L
204 HAVERFORD AVENUE	NORTH CAPE MAY	L & S
70 BREAKWATER PLACE	NORTH CAPE MAY	S
703 INDIAN AVENUE	NORTH CAPE MAY	S
304 GORHAM	NORTH CAPE MAY	S
248 FISHING CREEK ROAD	NORTH CAPE MAY	S
7 COVE DRIVE	NORTH CAPE MAY	S
25 BARBARA TERRACE	NORTH CAPE MAY	S
116 FOLSOM AVENUE	NORTH CAPE MAY	S
10 HARMONY LANE	NORTH CAPE MAY	S
222 SIVIA STREET	NORTH CAPE MAY	S
117 PONTAXIT AVENUE	NORTH CAPE MAY	S

331 DENNISVILLE ROAD	SOUTH DENNIS	L
337 KINGS HIGHWAY	SOUTH SEAVILLE	S
5 PUTNAM AVENUE	STRATHMERE	S
18 AVALON BOULEVARD	SWAINTON	L
23 BEVERLY ROAD	TOWN BANK	L
801 NORWOOD ROAD	TOWN BANK	L
303 SHORE DRIVE	TOWN BANK	L
801 E TAMPA AVENUE	VILLAS	L
201 E NEW YORK AVENUE	VILLAS	L
122 TENNESSEE AVENUE	VILLAS	L
214 E WEBER AVENUE	VILLAS	L
503 BEECHWOOD AVENUE	VILLAS	L
518 E ST JOHNS AVENUE	VILLAS	L
41 TENNESSEE AVENUE	VILLAS	L
514 E ST JOHNS AVENUE	VILLAS	L
310 E SAINT JOHNS AVENUE	VILLAS	L
139 BIRCH ROAD	VILLAS	L & S
30 PENNSYLVANIA AVENUE	VILLAS	L & S
31 W NEW YORK AVENUE	VILLAS	L & S
122 TENNESSEE AVENUE	VILLAS	S
214 WEBER AVENUE	VILLAS	S
307 E JACKSONVILLE AVENUE	VILLAS	S
2711 WEAVER AVENUE	VILLAS	S
245 E PACIFIC AVENUE	VILLAS	S
41 FRANCES AVENUE	VILLAS	S
18 E DELAWARE PARKWAY	VILLAS	S
215 PINETREE DRIVE	VILLAS	S
208 W CARDINAL AVENUE	VILLAS	S
209 E WEBER AVENUE	VILLAS	S
48 E ATLANTIC AVENUE	VILLAS	L
149 E BATES AVENUE	VILLAS	S
206 FULLING MILL ROAD	VILLAS	S
116 ELLERY ROAD	VILLAS	S
3404 BYBROOK DRIVE	VILLAS	S
700 THIRD AVENUE	WEST CAPE MAY	L
125 EMERALD AVENUE	WEST CAPE MAY	L
109 STIMPSON LANE	WEST CAPE MAY	L & S
725 BROADWAY	WEST CAPE MAY	S
434 THIRD AVENUE	WEST CAPE MAY	S
280 SIXTH AVENUE	WEST CAPE MAY	S
DETROIT AVENUE	WHITESBORO	L & S
11 E DUNBAR STREET	WHITESBORO	L & S
118 W MAIN STREET	WHITESBORO	S
116 W POPLAR AVENUE	WILDWOOD	L
421 W LEAMING AVENUE	WILDWOOD	S
415 E MAGNOLIA AVENUE	WILDWOOD	S
214 E HILDRETH AVENUE	WILDWOOD	S
214 E GLENWOOD AVENUE	WILDWOOD	S
1690 ROUTE 47	WOODBINE	L
136 SAVAGE BRIDGE ROAD	WOODBINE	S



**IN 2022 OUR OFFICE
REPRESENTED 88 SELLER
AND 95 BUYER CLIENTS
THROUGHOUT CAPE MAY
COUNTY & SOUTH JERSEY.**
Thank you for helping make us
Cape May's top selling office for the
eleventh consecutive year!

110 S 8TH STREET	DEL HAVEN	S
6 ELDREDGE AVENUE	DEL HAVEN	S
9 BUCKNELL AVENUE	DEL HAVEN	S
479 PETERSBURG ROAD	DENNISVILLE	S
2544 TREMONT AVENUE	EGG HARBOR TWP.	L
200 AUGUSTA COURT	EGG HARBOR TWP.	S
113 GLENROCK ROAD	EGG HARBOR TWP.	S
9 ARTHURS COURT	ERMA	L
326 LAKEVIEW LANE	ERMA	S
334 N ROUTE 47	GOSHEN	L
35 BAYSHORE ROAD	GREEN CREEK	L
1242 ROUTE 109	LOWER TOWNSHIP	L

18 THISTLE LANE	NORTH CAPE MAY	S
600 WHITTIER AVENUE	NORTH CAPE MAY	S
5 SHADBUSH LANE	NORTH CAPE MAY	S
803 & 805 SHUNPIKE ROAD	NORTH CAPE MAY	L & S
202 W 8TH AVENUE	NORTH WILDWOOD	L & S
802 NEW YORK AVENUE	NORTH WILDWOOD	L & S
18 MARINE PLACE	OCEAN CITY	S
16 RED CEDAR DRIVE	OCEAN VIEW	L
3021 S ROUTE 9	RIO GRANDE	S
1119 ROUTE 47 S	RIO GRANDE	S
3125 SHUNPIKE ROAD	RIO GRANDE	L
3505 S. ROUTE 9	RIO GRANDE	L

L – Listing Office
S – Selling Office
L&S – Listing & Selling Office

This information is deemed reliable but not guaranteed. Data was generated from the Cape May County Multiple Listing Service; it includes additional non CMC MLS sales that occurred in 2022 represented by Coastline Realty.

Search Sales and Rentals Online www.CoastlineRealty.com

941 Columbia Avenue • Cape May, NJ 08204
Carol A. Menz Broker/Owner GRI, SRES, CRS, ABR, SFR, RSPS

OUR MARKETING PLAN

We specialize in marketing our listings online through different websites and mailings, in print ads, open houses, and print material such as postcards and newsletters.

PRINT MEDIA

Listings appear in over 1,000,000 print publications every year.

Exit Zero Magazine • Unique Properties Magazine • Cape May Properties & Website

Wildwood Properties & Website • Corinthian Yacht Club Yearbook • Coastline Realty, Rental/Sale Books

Cape May Star and Wave Newspaper • Cape May County Herald Newspaper • Cool Cape May (In all B&B's & Hotels)

Regional advertising in Home Handbook • Victorian Cape May Times Newsletter/Paper • Cape May Stage

New Jersey Audubon Society Magazine (35,000) • The Peregrine Observer, annual magazine (15,000)

Cape May Chamber of Commerce Vacation Guide • The Great Vacation Magazine (In all B&B's & Hotels)

The Kestrel Express, C.M. Bird Observatory (40,000) • Jersey Cape Vacation Guide (Cape May County Chamber)

Homes and Land Magazine of Atlantic & Cape May County

Many other printables

WEBSITE MEDIA

Listings can be seen on popular websites and search engines.

Bing.com • Yelp.com • Trulia.com • Yahoo.com • Edgeio.com • Homes.com • Google.com • Realtor.com • Boston.com

Bargain.com • LiveDeal.com • LinkedIn.com • MCNBC.com • Facebook.com • CarolMenz.com • Yellowbook.com

Citysearch.com • Mapquest.com • Biznik.com • Local.com • Foursquare.com • Cityslick.com • Yellowpages.com

Whitepages.com • HomePages.com • Supermedia.com • superpages.com • Dex.com • Bizjournals.com

Teleatalas.com • Manta.com • kudzu.com • infoUSA.com • Yellowassistance.com • Justclicklocal.com • Discoverourtown.com

CyberHomes.com • CoastlineRealty.com • CapeMayTimes.com • HomesandLand.com • Merchantcircle.com

WorldProperties.com • RealEstateJournal.com • NewJerseyReal-Estate.net • JustRealestate-Listings.com • The New York Times Website

CapeMay.com • CapeMayChamber.com • Yahoo sponsored search (30-50 hits a day)

Google Ad words, Top 5 Average. 40-80 hits/day • Coastguard Housing Website: www.pcsamerica.net

Costar Group (Commercial) • Coastline Agent Websites + Many more websites

TARGETED MEDIA

Listings marketed to Real Estate Professionals, Buyers & Elsewhere

Virtual Tours • Open Houses • Mailing to Offices • New Listing Brochure

Place "Open House" Ads • E-Mail Office Customers List • Brochure Box at Your Property • Schedule Property for Office Tour

Place "For Sale" Sign on Property • Featured Property Page on Website • South Jersey Multiple Listing System

Review Marketing Activity with Client • Notify the Top 100 Agents of New Listing

Cape May County Multiple Listing System • Brochure Boxes Located Around Cape May

Contact You Regularly with Progress Reports • Mail "Just Listed" Postcards to Neighborhood

Schedule Property for Broker Open House Tour • Arrange and/or Attend Showings for Other Agents

Paragon E-Mailing Program for Buyers • Phone All Potential Buyers with Details Of Listing • Market Snapshot & Constant Contact

Notify all Cape May County MLS agents by e-mail of changes • Audubon Center in Cape May Point and Goshen

Zillow Premier Agents

Look us up online!

This list is deemed reliable but not guaranteed. Offerings for certain website/print publications are subject to certain property criteria. Our list is growing & changing constantly to stay with the trends, please talk with your agent about how your property will be marketed.

OUR COMMITMENT TO YOU

ACCURATE EVALUATION

The correct selling price of a home is the highest price that the market will bear. To assist you in determining the correct asking price we provide you with a comprehensive market analysis of comparable properties sold and offered for sale in your neighborhood.

PROFESSIONAL ADVICE

We will advise you of any necessary repairs and how you may best prepare your home for showing. You will be kept up to date on the state of the market, the sale of similar properties and any other factors which may affect the progress of the sale.

PROMOTION OF YOUR HOME TO OTHER REALTORS

The major selling points of your home will be distributed to other real estate firms throughout the community.

SIGNAGE

The highly respected COASTLINE REALTY sign advertises your property 24 hours a day.

NOTIFY PURCHASERS

We will use advanced computer systems to identify people who have been looking for homes in your neighborhood. They will be contacted and given the details of your property.

OPEN HOUSES

If appropriate, open houses will be arranged and held during reasonable hours.

ADVERTISING

We will advertise your home in appropriate publications and communicate our results to you.

PROGRESS REPORT OF SHOWINGS

Every step in the sales effort will be documented. Our Showing Time Progress Report will keep you up to date.

PRE-APPROVED MORTGAGES AND FINANCING GUIDANCE

We offer pre-approved mortgages which encourage buyers by letting them know the mortgage potential in advance. Your Coastline Realty representative will provide professional financing guidance to both the buyer and the seller via our proven and chosen lenders.

DIGITAL MARKETING

Google Analytics

Coastline Realty uses strategically scheduled choice online ad words to capture audiences from across the globe that are searching for homes for sale in Cape May and surrounding area. We draw those people to our website which features our properties.

Coastline Realty is ranked in the top 3 Organic Internet Searches so buyers will find us FIRST.

CapeMay.com Front Page Ad

Most people visiting Cape May or who are interested in buying in the Cape May area will visit popular websites to learn more about our town. We pay to have an ad on the front page of CapeMay.com which generates traffic to our website and our office so we can showcase our listings to these visitors. This is one of the most popular websites specifically for our area and has traffic from visitors and locals alike.

Social Media Advertising

Our office does online marketing through Facebook, Instagram, Pinterest, Twitter, and LinkedIn. We run scheduled ads that advertise our social media pages and also advertise individual posts for new listings, sold properties, and vacation rentals. We target demographics in certain areas both inside and outside our local community from popular areas that we see people frequently buy homes from such as Pennsylvania, Delaware, New York, Connecticut, Virginia, etc. We are able to pick areas based on the target demographics of buyers who are making purchases in the area; or by using our experience will decide on how to advertise a listing and draw the most attention & interest.

Realtor.com

Coastline Realty has a top of the line upgraded site featuring enhanced listings on Realtor.com which is one of the largest online places to search for homes for sale across the country and worldwide. Our listings are even further highlighted online due to an enhanced number of photos and added virtual tours so will have precedence over companies that do not pay for this enhancement.

Trulia, Zillow, Homes.com & many more

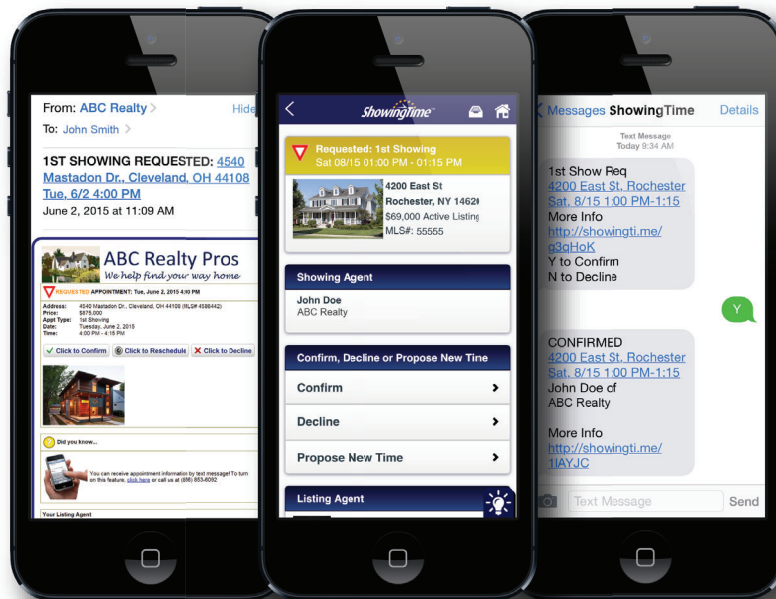
We joined the Nations #1 Network for Listing Distribution LIST HUB. Our real estate company has an aggressive strategy for attracting home buyers to our listings. We distribute your listing, along with photographs, to a wide array of premier Web Sites. We make sure to maximize every opportunity to attract qualified buyers worldwide. Coastline pays for site optimization such as ListHub.com which helps to filter our listings to the most frequently visited sites on a nationwide level. These sites then direct buyers searching for homes in Cape May to our website and our office. Many of our agents are Zillow Premier Agents. View us on Zillow and check out our feedback!

SELLER'S GUIDE TO SHOWINGTIME

Sellers love ShowingTime because it's simple to stay informed and easy to confirm appointments. Not only will you be able to receive notifications about showings automatically, but you'll be able to see feedback from potential buyers and view all activity on your home during the sales process as well!

Electronic Notifications

Don't have time to make or take a call? Communicate through text, email, or our mobile app instead! Our electronic notifications allow you to easily confirm, decline, or reschedule showings based on preferences that work best for you.




Listing Activity Report

Every email notification includes a 'Quick Link' button that will take you directly to your personalized Listing Activity Report. Here you can see all activity documented for your home such as showings, feedback, and more!

Showing Feedback Updates

When your agent receives new feedback remarks from a recent showing, that feedback can also be shared with you. This helps give you an up-to-date overview on what buyers and showing agents think about your home!


ABC Realty Pros
We help find your way home

Feedback Details

1 How is the price?
Just right

2 Please describe your viewing in 3 words:
Clean, inviting, modern

3 What was your first impression?
Very positive


Appointment Details

Feedback For: 4200 East St, Rochester, NY 14620 (MLS# 55555)

Appt Type: SHOWING

Date: Friday, August 14, 2015

Time: 2:45 PM - 3:00 PM




Listing Activity Report

[Click for Listing Activity Report](#)

Having trouble with the button? Copy and paste the following link to your browser to view your Listing Activity Report
<http://showtime.net/mg343>

Your Listing Agent



Alison Townsend (Listing Agent)
 Keller Williams Grt Csw West
 (111) 111-1111 (Mobile Phone)
 312-726-6886 (Office Main Line)
atownsend@abc Realty.com

Have questions about this appointment?

For questions regarding this appointment, please contact ABC Realty
(866) 853-8092

FAQs & Tips

Who is ShowingTime?

ShowingTime is the leading showing management & feedback service provider in the real estate industry. With 24/7 availability, agents and sellers can receive optimal service any time, day or night.

As a seller, what do I need to do?

Your agent and our staff will take care of bringing buyers to your home. All you need to do is prepare your home for showings!

Will I be notified when a showing is scheduled?

Yes, you can receive either emails, phone calls, push notifications, and/or text messages depending on your appointment preferences:

Appointment Required - a confirmation must be obtained before the showing may occur.

Courtesy Call - an appointment is automatically approved, but a call is placed to notify the owner/occupant.

Go & Show - no approval is required and the request can be immediately confirmed.

Check your messages.

Be sure to continually check your phone or email for any notifications and respond as soon as possible. Delayed or missed responses could mean missed showings.

Have your home ready to show at any time.

It's tough to keep your home tidy every moment, but the practice of preparing for showings will result in a higher likelihood of an offer.

Provide one or two primary phone numbers where you can be reached.

While you may use your cell phone as your primary means of contact, provide an alternate phone number - such as a home or work number - as backup to ensure confirmation of showings.

Stay updated on your home.

You will have access to listing activity at anytime from anywhere, letting you know the date & time of future & past appointments as well as valuable feedback from agents who have recently shown your home.

Goal #2

PREPARING YOUR HOME

With buyers, first impressions count. A small investment in time and money will give you an edge over other listings in the area when the time comes to show it to a prospective buyer.

HERE ARE SOME SUGGESTIONS THAT WILL HELP YOU TO GET TOP MARKET VALUE:

GENERAL MAINTENANCE

- Oil squeaky doors
- Tighten doorknobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped paint
- Repair gutters and eaves
- Repair leaking taps and toilets
- Shampoo carpets
- Clean washer and dryer
- Clean furnace and filters
- Clean fridge and stove
- Clean and freshen bathrooms
- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy

CURB APPEAL

- Hire Landscaper
- Power Wash exterior, driveway, sidewalk and entry
- Wash all windows inside and out
- Upgrade Hardware: mailbox, house #'s, etc...
- Make entryway look inviting
- Touch up exterior paint
- Add pop of color - paint front door, pots of flowers or driftwood. (Look at Pinterest for ideas)

THE BUYING ATMOSPHERE

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes and blinds
- Play quiet background music
- Keep pets outdoors and put away pet items



**COASTLINE
REALTY** HISTORIC
CAPE MAY,
NEW JERSEY
Established 1974

MARKET ANALYSIS EXPLANATION

The correct selling price of a home is the highest price the market will bear. To assist you in determining the correct asking price we have provided you with a comprehensive market analysis of comparable properties that have been recently offered for sale in your neighborhood. This analysis is based strictly on homes that can be considered similar to yours close by. Adjustments may need to be made for major differences.

WHEN DETERMINING THE APPROPRIATE LISTING PRICE FOR A PROPERTY THERE ARE 4 IMPORTANT CONSIDERATIONS:

1
Sold prices of similar homes in a similar location close by

2
Trends revealed by properties that have sold or are under contract recently

3
Properties currently available similar to your home

4
Projected time frame for your move

- 1** By looking at similar properties recently sold, we can see what homeowners have actually received as a sold price over the last few months. This is the acid test that is used by lending institutions and appraisers to determine how much they will be willing to lend a buyer for your home.
- 2** By carefully studying the comparable property locations, features, and the terms under which they are offered, we can develop a clear picture of the potential market for your property and what buyers are looking for.
- 3** By looking at the properties currently listed, we can see exactly what alternatives a serious buyer has to choose from. We can be certain that we are not under pricing the property. This will be your competition. We often can see what buyers are not willing to purchase.
- 4**
 - How soon would you like to sell your property?
 - Will you need to find housing for yourself in order to complete the sale of this property?

While we naturally want top market value for the home, we can agree that there's a point where the price would be too high. By looking at homes that didn't sell, we can accurately determine that price point and be careful not to get too close to it. By doing our homework diligently, we can get maximum dollars in a reasonably short period of time.

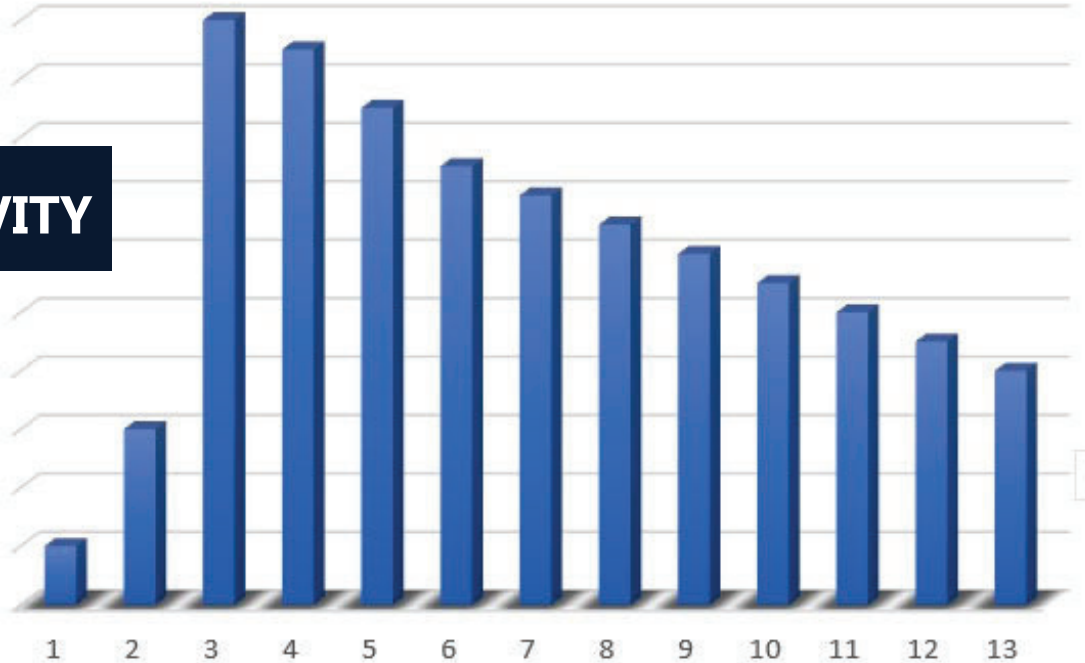
This CMA is not an appraisal and should not be considered the equivalent of an appraisal.

The broker/owner does not guarantee the accuracy of square footage, lot size, or any other information concerning the condition or features of property provided by the seller or obtained from public records, or other sources, and the buyer is advised to independently verify the accuracy of that information through personal inspection and with appropriate professionals. Information deemed reliable, but not guaranteed, copyrighted.

ACTIVE LISTINGS

ACTIVE LISTINGS ARE CURRENTLY AVAILABLE TO PURCHASE

ACTIVITY



WEEKS ON MARKET

MARKET ACTIVITY IS HOT IN THE FIRST 5 WEEKS!

Well-priced properties generate immediate interest among agents and buyers, plus they receive offers within days. After the first 5 weeks the excitement will slow and people will wonder why a home has not sold. Bringing the price to a fair market value after 5 weeks does not generate the same results.

While you are reviewing the information contained or attached in this report, please note the following:

Asking Price/Original Price: You may notice a difference between the asking price and the original price; the sellers may have either reduced or increased the asking price since listing their property for sale. When looking at the days on market, keep in mind that this property may have been listed previously at a different price point.

Days on Market (DOM): Most properties, if priced appropriately, will sell within 90 days or less.

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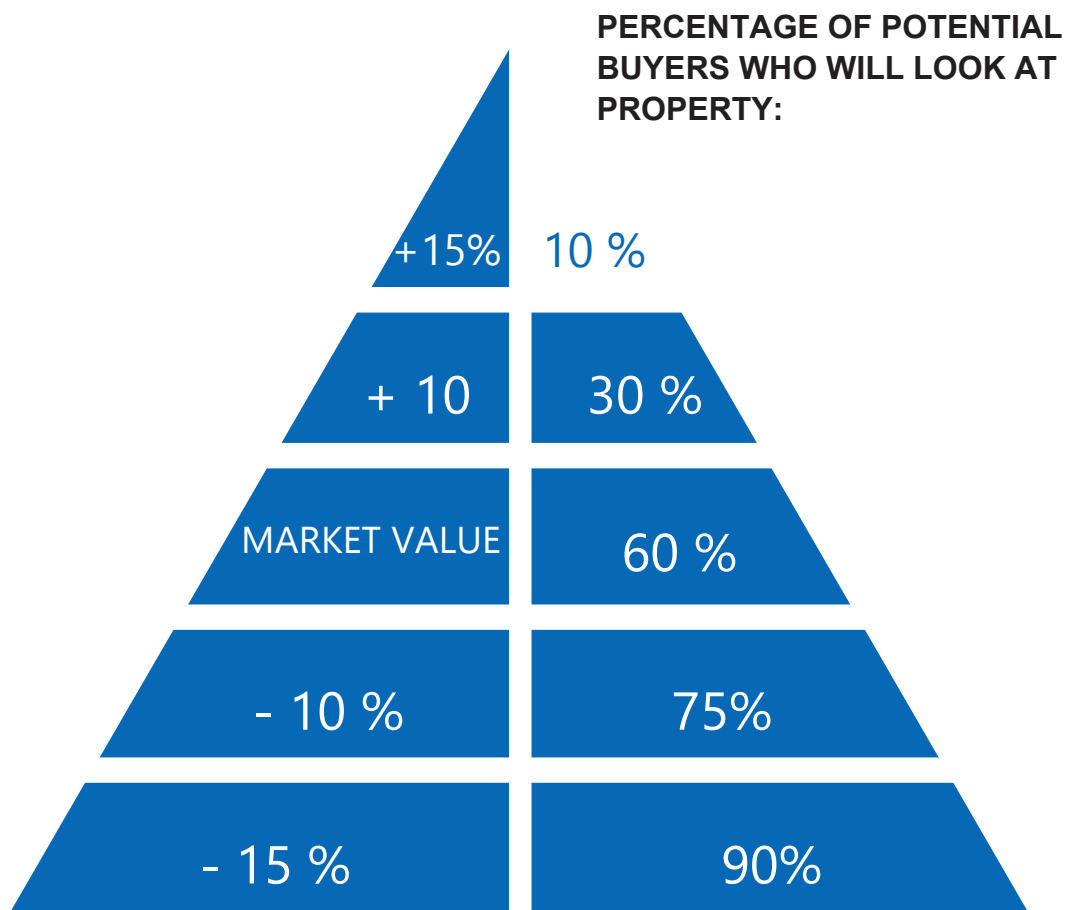
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LISTINGS UNDER CONTRACT

UNDER CONTRACT PROPERTIES ARE IN THE PROCESS OF BEING SOLD. MOST PROPERTIES ARE SELLING BELOW THE ASKING PRICE. WE ARE NOT ABLE TO CONFIRM THE SALE PRICE UNTIL THE ACTUAL CLOSING TAKES PLACE.

The pricing of a property greatly influences whether potential buyers will look at it, and even make an offer. See the pyramid below for some statistics.

PRICING PYRAMID



Properties priced too high attract fewer buyers, showings and offers.

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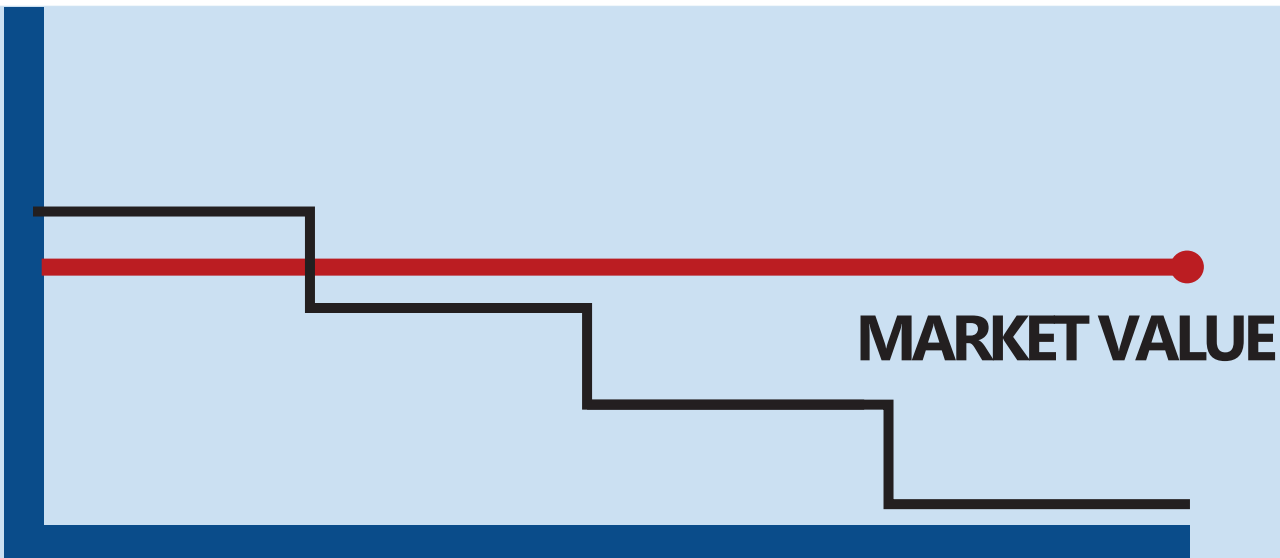


SOLD LISTINGS

Sold Listings are generally within the past 6 months. The confirmed, final sale price is the most useful information to consider when comparing property values. To determine the value of a property for a lender, appraisers will use the prices of homes that have sold within the previous six months and closest to the subject property.

CONSEQUENCES OF OVERPRICING ON SELLING TIME AND PRICE

PRICE



MARKET VALUE

Buyers and Agents lose interest in properties that are priced too high. To generate interest, the price might have to drop below the competition and should be reduced every 3 weeks if activity and offers are light or non-existent.

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PRICE RECOMMENDATION

THE RECOMMENDED LIST PRICE IS BASED ON COMPARABLE PROPERTIES THAT HAVE RECENTLY SOLD IN THE AREA OF YOUR HOME WITHIN THE PAST 6 MONTHS OR LESS

Property: _____

Recommended List Price Range: _____

Average Sold Price of Similar Properties: _____

AVM or RVM: _____

Net Value per Tax Assessor: _____

What Properties are currently Under Contract: _____

A home priced at market value will attract more buyers than a home price above market value, and will sometimes get into bidding wars. Consider that a home priced competitively will attract a greater number of potential buyers and increase your chances for a quick sale and a higher sold price.

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CODE OF ETHICS

REALTORS'® PLEDGE OF PERFORMANCE AND SERVICE

The NATIONAL ASSOCIATION OF REALTORS® adopted the *Code of Ethics* in 1913, following the professions of medicine, law, and engineering.

REALTORS® are real estate professionals who have chosen to join the National Association and abide by its strict *Code of Ethics*.

What does this mean to you? It means that any REALTOR® with whom you work has voluntarily agreed to abide by a *Code of Ethics*, based on professionalism and protection of the public.

REALTORS® are subject to disciplinary action and sanctions if they violate the duties imposed by the *Code of Ethics*.

The *Code of Ethics* is a detailed document that spells out the professional responsibilities of every REALTOR®.

Do not hesitate to ask a REALTOR® for a copy of the *Code*, including the Standards of Practice. The *Code* is your assurance of dealing with a professional who has your best interests in mind.

The *Code of Ethics* consists of seventeen Articles and related Standards of Practice. The basic principles of the *Code* are summarized below.

Please note that the following is not a substitute for the *Code*, but simply a general overview of the *Code's* key principles. For additional information about the *Code of Ethics* and its enforcement, speak with a REALTOR® or contact the local association of REALTORS® nearest you.

DUTIES TO CLIENTS AND CUSTOMERS

Article 1

REALTORS® protect and promote their clients' interests while treating all parties honestly.

Article 2

REALTORS® refrain from exaggeration, misrepresentation, or concealment of pertinent facts related to property or transactions.

Article 3

REALTORS® cooperate with other real estate professionals to advance their clients' best interests.

Article 4

When buying or selling on their own account or for their families or firms, REALTORS® make their true position or interest known.

Article 5

REALTORS® do not provide professional services where they have any present or contemplated interest in property without disclosing that interest to all affected parties.

Article 6

REALTORS® disclose any fee or financial benefit they may receive from recommending related real estate products or services.

Article 7

REALTORS® receive compensation from only one party, except where they make full disclosure and receive informed consent from their client.

Article 8

REALTORS® keep entrusted funds of clients and customers in a separate escrow account.

Article 9

REALTORS® make sure that contract details are spelled out in writing and that parties receive copies.

DUTIES TO THE PUBLIC

Article 10

REALTORS® give equal professional service to all clients and customers irrespective of race, color, religion, sex, handicap, familial status, or national origin.

Article 11

REALTORS® are knowledgeable and competent in the fields of practice in which they engage or they get assistance from a knowledgeable professional, or disclose any lack of expertise to their client.

Article 12

REALTORS® paint a true picture in their advertising and in other public representations.

Article 13

REALTORS® do not engage in the unauthorized practice of law.

Article 14

REALTORS® willingly participate in ethics investigations and enforcement actions.

DUTIES TO REALTORS®

Article 15

REALTORS® make only truthful, objective comments about other real estate professionals.

Article 16

Respect the exclusive representation or exclusive brokerage relationship agreements that other REALTORS® have with their clients.

Article 17

REALTORS® arbitrate financial disagreements with other REALTORS® and with their clients.