

Competitive Market Analysis

for

Holden Trust



**15295 SW Alderbrook CT
Tigard, OR 97224**

Acres, Number of: 0.13 Bedrooms: 3 Bathrooms: 2.1

- Corner Lot with View of Golf Course
- High Ceilings w/Great Open Feel to Main Floor
- Newer Roof (approx. 5 years old) & New Heat Pump & Furnace in 2016!

Prepared By



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This report is not intended to meet the requirements set out in the Uniform Standards of Appraisal Practice and is not intended as an appraisal. If an appraisal is desired, the services of a competent professional licensed appraiser should be obtained.

Comparing Dave to Other Realtors

- *Over the last 22 years, my team has handled over 1090 homes & transactions worth over 610 million in sales.*
- *My homes sell for approximately 3.3% more than the average Realtor/Broker (98.3% of List Price vs. the Average Agent at 95%.)*
- *My listings sell approx. 19% faster than the average Realtor/Broker listings in the MLS.*
- *Even though I sell a lot of homes, I sell them “one at a time” with guaranteed service (When you call me direct I answer my phone directly.)*
- *I utilize leading edge technology to attract buyers, bringing them to our listings quickly. (List Hub, Facebook, GreaterPortlandHouses.com, etc.)*
- *I network w/top “buyer agents” (called target marketing) in all places of the market, and spend approx. 80% of my time on marketing your home.*
- *I have over 22 years full time experience in residential Real Estate Sales and have been licensed over 40 years, with extensive backgrounds in residential re-sale, new construction, land, and investment properties.*
- *I utilize the “Adjustment Method of Pricing” my listings in preforming your market analysis which can add THOUSANDS when selling your home.*

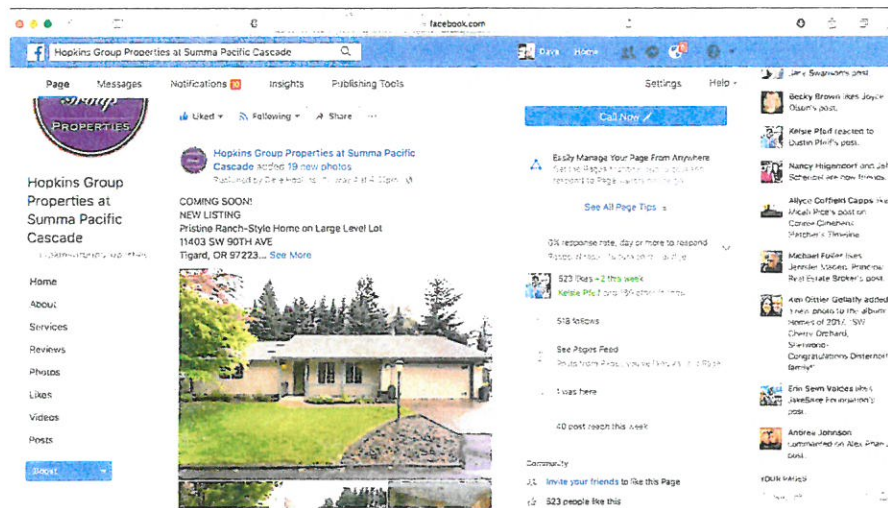


My "Marketing Plan of Action" for
15295 SW Alderbrook Ct., Tigard, OR 97224
consists of a 2 step approach that maximizes your home price
for top dollar and the quickest selling time when hitting
today's home market:

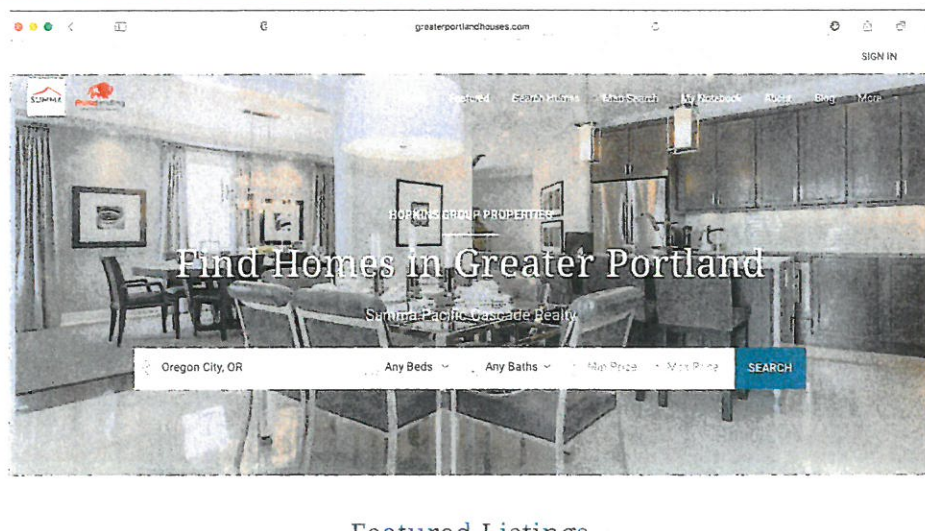
Marketing Activities "Prior" to Entering RMLS:

- ✓ First & most important, I do a walk through of your home and professional market analysis (CMA). I utilize the most innovative approach to CMA analysis called the "adjustment method" to pricing and listing strategies. I also incorporate the use of 2 great resources if needed which include "Relar", one of the industries most sophisticated pricing algorithms, as well as RPR (Realtors Property Resource).
- ✓ Discuss any strategic home improvement or repair items absolutely necessary to maximizing your sale price.
- ✓ Schedule our great photographer with video tour utilizing high definition photography. Depending on the property location, I will also utilize "Drone" video photography.
- ✓ Recommend staging ideas through my own dedicated interior designer, **JH Designs** if needed, or because of my past 23 years experience in home selling, perform the staging function with seller directly if seller has expertise and has prepared the home decorated "ready for market".

- ✓ Design full color luxury flyer-for inside the home (I generate approx. 40% more calls with flyers inside the home vs. outside the home) which can then be electronically mailed to our most qualified www.GreaterPortlandHouses.com targeted buyers.
- ✓ Post your "Coming Soon" listing on social media which includes my Facebook Page, Zillow, Twitter and Craig's List ads. We utilize Facebook "boost ads" to help generate likes and exposure to your new listing.



- ✓ Contact all qualified buyers about your listing off our own lead list. Currently as of August 2017 I have more than 425 buyers using our daily search site for their next new home at: www.GreaterPortlandHouses.com



- ✓ Mail targeted metro brokers working mostly with buyers a digital flyer-mailer at onset of marketing via zip flyer
- ✓ Perform a mega open house strategy which includes a combination of "Neighborhood" only and "Public" only open house mailings 2-4 days prior to home posting in RMLS

**BEAUTIFULLY REMODELED FIRST ADDITION HOME
WITH ORIGINAL CHARM AND CHARACTER**

659 4th St, Lake Oswego, OR 97034

Just Listed
\$785,000

- 100% of Average
- 2,400 sq. ft.
- 3 Car Garage (Store in 2nd addition)
- Fenced Back Yard
- Hard Wood
- Steps to Shopping, Parks, Post Office and Grocery Store
- Superior construction
- Natural Walnut floors
- High ceilings
- Authentic millwork in BR
- Custom millwork & crown molding
- Brno 5 built-ins
- 3 bed 2.5 ba
- Very Walkable!
- Blocks to Downtown, US, Mega and Restaurants

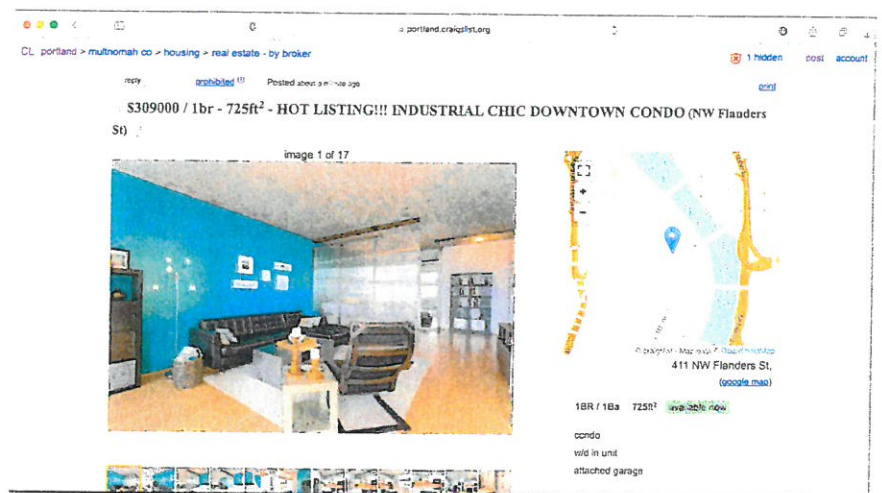
Seller is licensed OR real estate broker

- ✓ Pre-Market home to Portland metro top agents I have worked w/ for over 22 years, timing the exposure with the "Mega" & "Public" open house strategy
- ✓ Pre-Market your home to all our Summa Realty Agents through our exclusive Marketing Department

Marketing Activities "After" Entering the RMLS:

- ✓ Publish your listing into the RMLS maximized by 3-5 days of intense marketing strategies, which may include buyers already driving by your home in anticipation of day 1 on the market.

- ✓ Advertise multiple postings on-List Hub, which branches to approx..800 home search sites. Some of the most important are:
 - ✓ Google
 - ✓ Realtor.com
 - ✓ Red Fin
 - ✓ Zillow
 - ✓ Trulia
 - ✓ Yahoo Classifieds
 - ✓ AOL
 - ✓ Real Estate Book
 - ✓ Lycos
 - ✓ Oodle
 - ✓ Move 2 Oregon
 - ✓ Home Seekers.com
 - ✓ Hotpads.com
 - ✓ Real-Estate.com
 - ✓ HomeFinder.com
 - ✓ MLS.com
 - ✓ Homes.com
 - ✓ Craig's List



Activities After Entering the RMLS Continued:

- ✓ Actively Follow-up home showings with every broker who shows your home. ***“What can I do to get an offer going with you and your buyers?”***
- ✓ Occasional Open Houses depending if your home has already sold subject to seller/broker schedules
- ✓ Knowing “communication” is the key to an on-going client relationship; we create Sellers’ Profiles which schedule daily and weekly emails that include neighborhood updates of competitive home listings coming on the market in your MLS area and neighborhood. This will keep you up to date with neighborhood market activity.
- ✓ Continue to occasionally post boosted social media ads where necessary to our target buyer list searching for homes, past realtors list who have showed your home, as well as metro area Buyers’ Agents.



How the Market is Likely to React to the Listing Price of your Home

0 showings first 2 weeks on market	Indicates listing price is at least 3-5+% or greater than market value. Should reduce price by 3-5+% no later than 2 weeks after listed , based on other Realtor's feedback during the Broker Open to narrow the gap between list price and market value.
2-3+ showings a week- Offer after 8-12 showings	Indicates listing price is pretty close to value. Should generate 1-2 offers every 8-10 or so showings if priced correctly. At this pace of activity, an offer would be generated within 3-4 weeks or so. If no offers, reduce price after 3-4 weeks at <u>minimum</u> based on Realtor's feedback to narrow the gap between list price and market value.
2-3+ showings a week, no offers	Indicates you are likely just outside of the market value to get buyers to make offers. If no offers after 10 showings, seller should reduce price to narrow the gap between list price and market value as above.
Lots of showings, multiple offers every showing	Indicates we have listed <u>below</u> market value, and you should entice as many offers as possible without letting any of the competing offers expire if possible, to help raise the offering prices. House should end up at TRUE market value even with several competing offers. Discuss w/me the appraisal/loan strategies.
1-8 showings quickly in first week- <u>1 offer taken</u>	Indicates possibly that perfect buyer came at the exact time your home was listed on the market, or there would have been competing offers if the price was too low. Often times this happens with buyers that want specific neighborhoods or relocation buyers tired of looking.
Steady showing activity, months on market, no offers & nothing wrong with the house	Indicates you have not taken enough price reduction to get the home close to market value and have not narrowed the gap enough between listing price and market value. Indicates original listing price was wrong and price reductions need to occur every 2-3 weeks until an offer is secured.

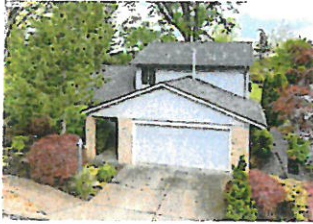
Significant Factors that can Affect a Longer Marketing Time

- Overpricing
- Busy Streets (Traffic Influence) Corner Lots
- Unique Floor Plans
- Garage Under Floor Plans-Lots of Steps-Split Entry's, Tri-Levels, 3 Story Homes
- Most Expensive Home in Neighborhood
- Time of the Year Listed
- Flag Lots
- Marketing & Pricing Strategies Targeting the Wrong Buyer
- Unprofessional/Inexperienced Agents
- Home Condition
- Showing Instructions (such as 24 hour notification)
- Tenant Occupied Homes
- Luxury Homes
- For Sale by Owner
- Limited Representation Companies (3.7% Brokers=1% fee to list .)
- House on and off market-long market time

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Comparables to Your Home

15580 SW ALDERBROOK DR **Tigard** **97224 - 5622 RES SLD** **\$459,000**



MLS#: 17158755 **Status:** SLD **PTax/Yr:** \$4,919
Beds/Baths: 3 / 2.1 **SQFT:** 2056 **Lot Size:** 3K-4,999SF
YrBuilt: 1977 **Area:** 151
Fireplaces: 1 **Garage:** 2 **Style:** CONTEMP
Elem: Templeton **High:** Tigard **Acres:** 0.10

Directions: Durham to Alderbrook Dr

Remarks: Rare Opportunity in this Beautiful & Highly Sought Summerfield Mark 5 Plan with Master on the Main in Prime Golf Course Location! Spacious Vaulted Living & Dining, Open Kitchen w/All New Appliances & Family Rm with Golf Course Views! New Wood Floors, Bath Flooring/Tile & 40 year roof! Master Suite on Main w/2 beds, Bath & Loft Up. Sweet Fenced Yard w/Patio. Permanent greenspace on one side maintained by HOA. Splendidly Updated with Modern Flair!

10335 SW CENTURY OAK DR **Tigard** **97224** **RES SLD** **\$445,000**



MLS#: 16189009 **Status:** SLD **PTax/Yr:** \$4,657
Beds/Baths: 3 / 2.1 **SQFT:** 2052 **Lot Size:** 3K-4,999SF
YrBuilt: 1974 **Area:** 151
Fireplaces: 1 **Garage:** 2 **Style:** 2STORY,TRAD
Elem: Templeton **High:** Tigard **Acres:** 0.11

Directions: durham rd/104th ave

Remarks: Situated on 1st fairway super desirable MK5 plan with master on main. Custom kitchen & built-ins in family rm. Spacious rooms throughout. Bonus attic storage accessible from 2nd flr. Unique oak flooring under carpet in lr/dr. All kitchen appliances stay. Planted areas of yard on low volume drip systems. Many custom features not found in any other MK5 model.

10225 SW CENTURY OAK DR **Tigard** **97224 - 4642 RES SLD** **\$435,000**



MLS#: 16049860 **Status:** SLD **PTax/Yr:** \$4,652
Beds/Baths: 3 / 2.1 **SQFT:** 2052 **Lot Size:** 3K-4,999SF
YrBuilt: 1974 **Area:** 151
Fireplaces: 1 **Garage:** 2 **Style:** 2STORY
Elem: Templeton **High:** Tigard **Acres:** 0.10

Directions: DURHAM TO CENTURY OAK DR

Remarks:

10555 SW CENTURY OAK DR **Tigard** **97224 - 4648 RES SLD** **\$418,000**

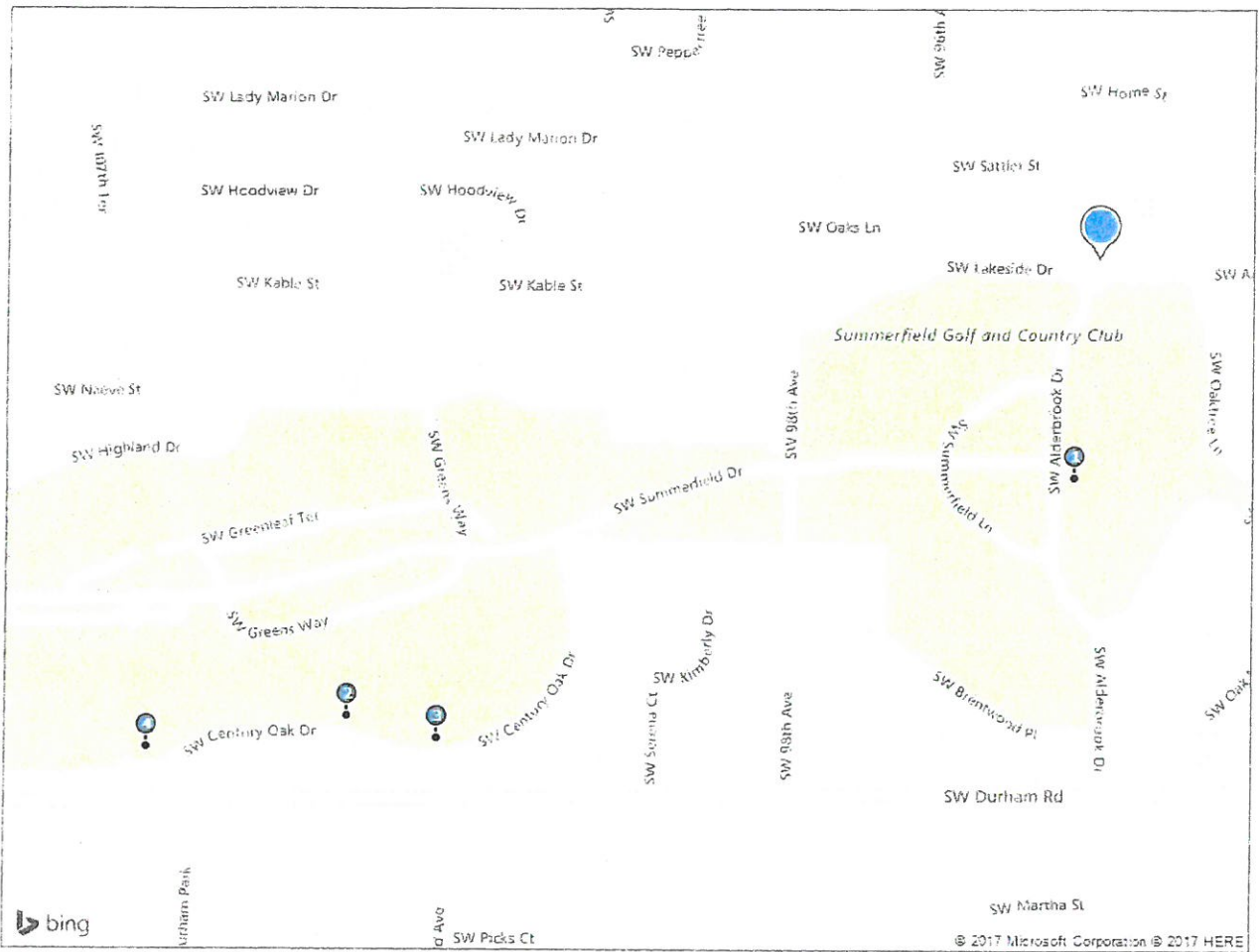


MLS#: 16638277 **Status:** SLD **PTax/Yr:** \$4,411
Beds/Baths: 2 / 2.1 **SQFT:** 1812 **Lot Size:** 3K-4,999SF
YrBuilt: 1973 **Area:** 151
Fireplaces: 1 **Garage:** 2 **Style:** 2STORY
Elem: Templeton **High:** Tigard **Acres:** 0.11

Directions: 99W TO DURHAM TO 104TH. AND LEFT ON CENTURY OAK DRIVE TO PROPERTY.

Remarks: Beautiful 2 bedroom w/den, 2 1/2 baths on one of the best golf courses in Oregon! Remodeled kitchen w/granite counters & wood floors. Living room w/gas fireplace. Large main floor Master Suite w/walk-in closet & bath. Large den. Extra lrg upstairs Master Suite w/walk-in closet & bath. Exquisite view of golf course. Large patio w/water fountain. Double car garage w/lots of storage. \$555 yearly fee per person.


Map of Comparables to Your Home





#	MLS#	Address	#	MLS#	Address	#	MLS#	Address
1	17158755	15580 SW ALDERBROOK DR	2	16189009	10335 SW CENTURY OAK DR	3	16049860	10225 SW CENTURY OAK DR
4	16638277	10555 SW CENTURY OAK DR						

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Adjustments to Comparables

				
Property Category:	RES	RES	RES	RES
Address:	15295 SW Alderbrook CT	15580 SW ALDERBROOK DR	10335 SW CENTURY OAK DR	10225 SW CENTURY OAK DR
City, State:	Tigard, OR	Tigard, OR	Tigard, OR	Tigard, OR
Zip:	97224	97224	97224	97224
County:	Washington	Washington	Washington	Washington
MLS#:		17158755	16189009	16049860
Status:		SLD	SLD	SLD
SQFT:	2048	2056	2052	2052
List Price:		\$459,000	\$450,000	\$435,000
\$/SQFT:	\$	\$223	\$219	\$211
Sale Price:		\$459,000	\$445,000	\$435,000
Sale \$/SQFT:		\$223	\$216	\$211
Sale Date:		06/20/2017	01/13/2017	05/31/2016
%SP/LP:		100%	99%	100%
%SP/OLP:		100%	99%	100%
Sold Terms:		CASH	CASH	CONV
DOM / CDOM:		7 / 7	96 / 96	0 / 0
		\$ Adj	\$ Adj	\$ Adj
Acres, Number of	0.13	0.10	0.11	0.10
Bathrooms	2.1	2.1	2.1	2.1
Bedrooms	3	3	3	3
Condition	Updating			
		-\$10,000		-\$7,500
Exterior Description	ALUM	VINYL	CEDAR	WOOD
Garage Description	ATTACHD	ATTACHD, ,	ATTACHD, ,	ATTACHD, ,
Greenspace				
		-\$15,000		
Heat	HT-PUMP	FOR-AIR	FOR-AIR	FOR-AIR
		\$2,500	\$2,500	\$2,500
Levels, Number of	3	2	2	2
		-\$5,000	-\$5,000	-\$5,000
Neighborhood/Building	Summerfield	SUMMERFIELD		SUMMERFIELD
Property Type	DETACHD	DETACHD	DETACHD	DETACHD
SQFT	2048	2056	2052	2052
SQFT Lower	360	0	0	0
		\$9,000	\$9,000	\$9,000
SQFT Main	1100	1380	1428	1152
		-\$14,000	-\$16,400	-\$2,600
SQFT Upper	588	676	624	900
		-\$4,400	-\$1,800	-\$15,600
Style	TRI	CONTEMP	2STORY, TRAD	2STORY
View of Golf Course	On or Off Course			
		-\$15,000	-\$15,000	-\$15,000
When Sold				
			\$13,350	\$28,275
Year Built	1977	1977	1974	1974
			\$3,000	\$3,000
Total Adjustments:			-\$51,900	-\$15,350
Adjusted Price:			\$407,100	\$432,075

				
Property Category:	RES	RES		
Address:	15295 SW Alderbrook CT	10555 SW CENTURY OAK DR		
City, State:	Tigard, OR	Tigard, OR		
Zip:	97224	97224		
County:	Washington	Washington		
MLS#:		16638277		
Status:		SLD		
SQFT:	2048	1812		
List Price:		\$420,000		
\$/SQFT:	\$	\$231		
Sale Price:		\$418,000		
Sale \$/SQFT:		\$230		
Sale Date:		08/23/2016		
%SP/LP:		100%		
%SP/OLP:		100%		
Sold Terms:		CASH		
DOM / CDOM:		6 / 6		
		\$ Adj	\$ Adj	\$ Adj
Acres, Number of	0.13	0.11		
Bathrooms	2.1	2.1		
Bedrooms	3	2	\$10,000	
Condition	Updating		-\$18,000	
Exterior Description	ALUM	WOOD	-\$5,000	
Garage Description	ATTACHD	ATTACHD, ,		
Greenspace				
Heat	HT-PUMP	FOR-AIR	\$2,500	
Levels, Number of	3	2	-\$5,000	
Neighborhood/Building	Summerfield	SUMMERFIELD		
Property Type	DETACHD	DETACHD		
SQFT	2048	1812		
SQFT Lower	360	0	\$9,000	
SQFT Main	1100	1212	-\$5,600	
SQFT Upper	588	600	-\$600	
Style	TRI	2STORY		
View of Golf Course	On or Off Course		-\$15,000	
When Sold			\$21,945	
Year Built	1977	1973	\$4,000	
Total Adjustments:			-\$1,755	
Adjusted Price:			\$416,245	

Summary of Comparable Listings

Sold Listings

Cat	MLS#	Area	Type	Address	City	Yr Built	Bdrms	Baths	SQFT	Price
RES		151	DETACHD	15295 SW Alderbrook CT , Tigard, OR 97224	Tigard	1977	3	2.1	2048	
RES	17158755	151	DETACHD	15580 SW ALDERBROOK DR	Tigard	1977	3	2.1	2056	\$459,000
RES	16189009	151	DETACHD	10335 SW CENTURY OAK DR	Tigard	1974	3	2.1	2052	\$445,000
RES	16049860	151	DETACHD	10225 SW CENTURY OAK DR	Tigard	1974	3	2.1	2052	\$435,000
RES	16638277	151	DETACHD	10555 SW CENTURY OAK DR	Tigard	1973	2	2.1	1812	\$418,000

Pricing Your Home

Status	#	Price				Sqft		\$/Sqft	CDOM	
		Minimum	Average	Median	Maximum	Average	Median	Average	Average	Median
SLD	4	\$418,000	\$439,250	\$440,000	\$459,000	1,993	2,052	\$221	27	7
Total Listings:	4	Sold Properties closed averaging 99.60% of their Final List Price. This reflects a .40% difference between Sale Price and List Price. If SNL status or Sold Auction listings are included, the Sold Price to List Price ratio will be affected because the ratio is always 100% for SNL and Sold Auction listings.								

	Amount	\$/Sqft
Min. List Price:	\$420,000	\$232
Avg. List Price:	\$441,000	\$222
Max. List Price:	\$459,000	\$224
Average Sale Price:	\$439,250	\$221
Recommended List Price		
Min:	\$0	\$0
Max:	\$0	\$0
Recommended:	\$0	\$0

**Note: Comparable listings with SQFT=0 are excluded from all Price/SQFT calculations

How the Recommended Price Looks in the Market

