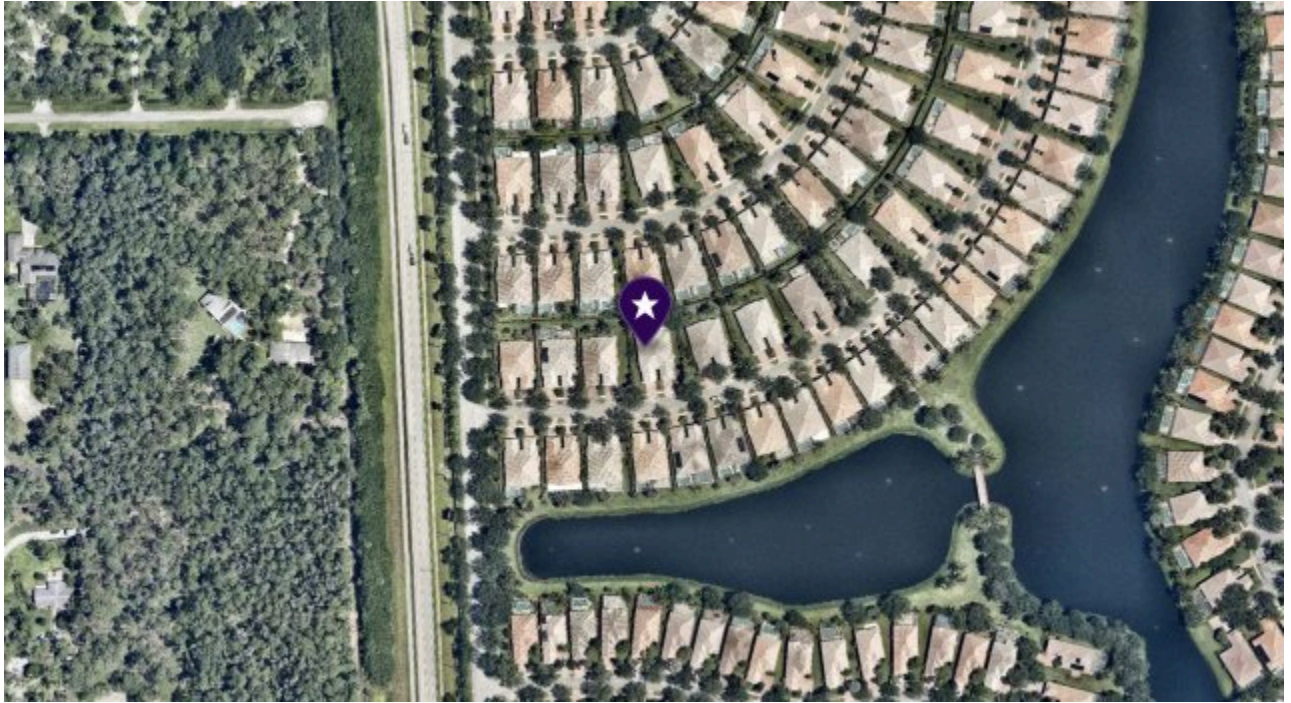


COMPARATIVE MARKET ANALYSIS



4929 Kingston Way, Naples, Florida 34119

PREPARED FOR
John O'malley

MAY 26, 2021

May 26, 2021

Dear John O'malley,

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.

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.

My goal is to help you sell your home quickly and at a fair market value. I look forward to working with you on the sale of your home.

Sincerely,

Janet Berry, PA

Affiliation

- Janet Berry Luxury Home Team at Premiere Plus Realty

Experience

- Experience 1

Education

- Education 1

Professional Associations

- Professional Associations 1

Personal Information

- Personal Information 1

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.



Download this report (PDF)

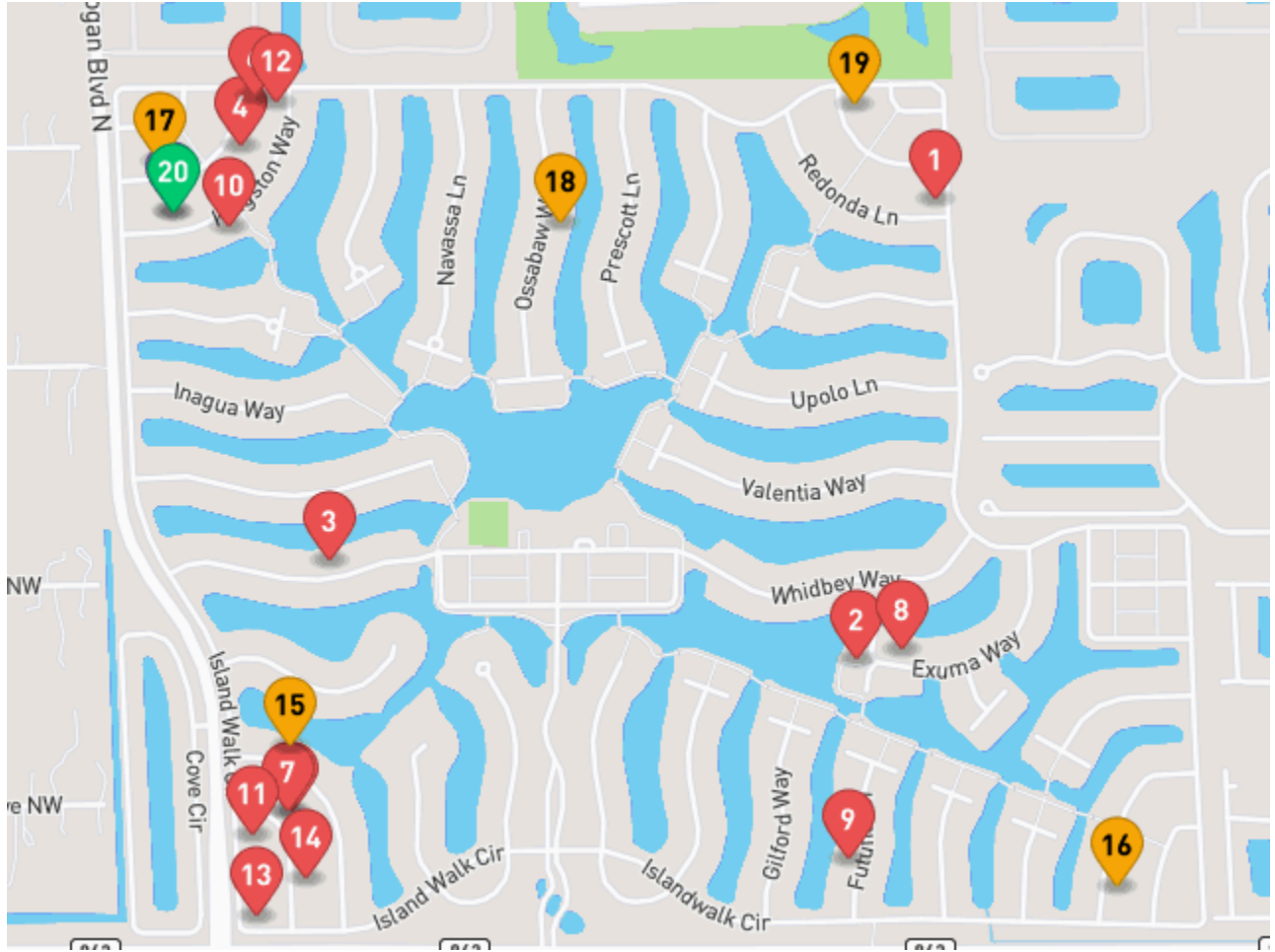
What is this bar code?

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.**

Janet Berry, PA

Janet Berry Luxury Home Team at
Premiere Plus Realty



	MLS #	Status	Address	Price
0	Subject		4929 Kingston Way, Naples, Florida 34119	
1	220076871	S	4336 Redonda Ln	\$305,000
2	221016474	S	3763 Exuma Way	\$340,000
3	220071419	S	5407 Guadeloupe Way	\$310,000
4	221001010	S	4876 Lasqueti Way	\$290,000
5	221007364	S	5666 Eleuthera Way	\$300,000
6	221010238	S	4908 Lasqueti Way	\$359,000
7	221030562	S	5666 Eleuthera Way	\$421,000
8	221002550	S	3723 Exuma Way	\$328,700
9	220078412	S	3033 Futuna Ln	\$317,000
10	220079413	S	4966 Kingston Way	\$351,000
11	221015026	S	5552 Islandwalk Cir	\$345,000

	MLS #	Status	Address	Price
12	221001848	S	5069 Kingston Way	\$304,999
13	221004626	S	5500 Islandwalk Cir	\$329,000
14	221017860	S	5626 Eleuthera Way	\$335,100
15	221037110	P	5812 Drummond Way	\$349,900
16	221038115	P	3411 Cayman Ln	\$329,990
17	221020822	P	4819 Lasqueti Way	\$359,000
18	221034137	P	4590 Ossabaw Way	\$339,900
19	221037749	P	4154 Saint George Ln	\$369,900
20	221039125	A	4929 Kingston Way	\$389,000

Status: S = Sold, P = Pending, P = Pending With Contingencies, A = Active

Sold Listings

Address	Beds	Baths	YrBlIt	SqFt	Lot Size	Price	Sold Date
4336 Redonda Ln	2	2.00	2001	1,680	0.12	\$305,000	3/26/21
3763 Exuma Way	2	2.00	2003	1,680	0.11	\$340,000	4/20/21
5407 Guadeloupe Way	2	2.00	1999	1,540	0.12	\$310,000	2/26/21
4876 Lasqueti Way	2	2.00	2002	1,680		\$290,000	2/11/21
5666 Eleuthera Way	2	2.00	1999	1,680	0.12	\$300,000	4/5/21
4908 Lasqueti Way	2	2.00	2000	1,680		\$359,000	4/23/21
5666 Eleuthera Way	2	2.00	1999	1,680	0.12	\$421,000	5/7/21
3723 Exuma Way	2	2.00	2003	1,680		\$328,700	3/12/21
3033 Futuna Ln	2	2.00	2002	1,540	0.12	\$317,000	3/15/21
4966 Kingston Way	2	2.00	2000	1,540	0.11	\$351,000	2/10/21
5552 Islandwalk Cir	2	2.00	1999	1,540	0.11	\$345,000	4/9/21
5069 Kingston Way	2	2.00	2000	1,556		\$304,999	4/9/21
5500 Islandwalk Cir	2	2.00	1999	1,680	0.11	\$329,000	4/21/21
5626 Eleuthera Way	2	2.00	1999	1,680	0.11	\$335,100	5/17/21
Averages				1,631	0	\$331,129	

Pending Listings

Address	Beds	Baths	YrBlIt	SqFt	Lot Size	Price	Sold Date
5812 Drummond Way	2	2.00	1999	1,540	0.12	\$349,900	
3411 Cayman Ln	2	2.00	2002	1,540	0.12	\$329,990	
4819 Lasqueti Way	2	2.00	2000	1,556		\$359,000	
4590 Ossabaw Way	2	2.00	2000	1,540		\$339,900	
4154 Saint George Ln	2	2.00	2001	1,680		\$369,900	
Averages				1,571	0	\$349,738	

Active Listings

Address	Beds	Baths	YrBlIt	SqFt	Lot Size	Price	Sold Date
4929 Kingston Way	2	2.00	2000	1,680	0.15	\$389,000	
Averages				1,680	0	\$389,000	

PROPERTY DETAILS

MLS #220076871

S **4336 Redonda Ln, Naples**

\$305,000

Listing information

Courtesy of Premiere Plus Realty Co.

MLS#: 220076871	Beds: 2	SqFt: 1,680	Sold Date: 3/26/21
Status: Sold	Baths: 2.00	YrBlt: 2001	DOM: 72

Features

Acres: 0.12 **Lot Size:** 0.12 **Amenities:** Beauty Salon, Bike And Jog Path, Bocce Court, Business Center, Clubhouse, Community Pool, Community Room, Exercise Room, Internet Access, Library, Putting Green, See Remarks, Sidewalk, Streetlight, Tennis Court, Underground Utility, Vehicle Wash Area **Community Type:** Gated, Tennis **Construction:** Poured Concrete **Cooling:** Ceiling Fans, Central Electric, Humidistat **Equipment:** Auto Garage Door, Central Vacuum, Cooktop - Electric, Dishwasher, Dryer, Microwave, Range, Refrigerator/Freezer, Security System, Self Cleaning Oven, Smoke Detector, Washer

Remarks

Bright, clean, freshly painted and new carpeting. Nestled on a large corner lot with mature landscaping and large screened lanai. This 2 bedroom/2 bath attached villa boasts additional sq. footage in the great room area over standard Capri model. Kitchen area open to both great room, dining area and family/den area providing a true "open living concept". Tile through most of living area with carpeted bedrooms and great room. Lots of windows, ceiling fans and large walk-in closets. Spacious 2-car garage. Private gated pet friendly community loaded with amenities including gas station & car wash, resort & lap pools, tennis, bocce, putting green, restaurant, nail & beauty salons, fitness center, and miles of winding lakes and bike & jog paths. Diversified activity programs and professional on site management. A beautifully landscaped community just waiting for you to call home. ...

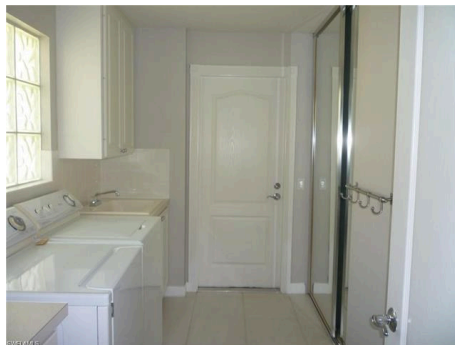
Information is deemed reliable but not guaranteed.

Janet Berry, PA | Janet Berry Luxury Home Team at Premiere Plus Realty



S 4336 Redonda Ln, Naples

\$305,000



PROPERTY DETAILS

MLS #221016474

S 3763 Exuma Way, Naples

\$340,000

Listing information

Courtesy of Premiere Plus Realty Co.

MLS#: 221016474	Beds: 2	SqFt: 1,680	Sold Date: 4/20/21
Status: Sold	Baths: 2.00	YrBlt: 2003	DOM: 48

Features

Acres: 0.11 **Lot Size:** 0.11 **Amenities:** Beauty Salon, Bike And Jog Path, Bocce Court, Business Center, Clubhouse, Community Pool, Community Room, Exercise Room, Internet Access, Library, Putting Green, Restaurant, See Remarks, Sidewalk, Streetlight, Tennis Court, Underground Utility, Vehicle Wash Area **Community Type:** Gated, Tennis **Construction:** Poured Concrete **Cooling:** Ceiling Fans, Central Electric

Remarks

One of the best lake views in the community in this clean, bright, 2/2+ open den area extended Capri model on cul de sac with long lake view in private, gated, award-winning community of IslandWalk. Large screened lanai and fresh carpet and paint in this immaculate villa just waiting for you to call home. Built with steel reinforced poured concrete and nestled among miles of bike trails and winding lakes, this is the perfect Florida lifestyle. On site management and diverse social program with restaurant, nail salon, gas station and car wash, tennis, resort and lap pools, bocce, putting green and so much more. Close to beaches, entertainment, restaurants and shopping. This one won't last long. Come take a look - you'll know you want to be here.



Information is deemed reliable but not guaranteed.

Janet Berry, PA | Janet Berry Luxury Home Team at Premiere Plus Realty

S 3763 Exuma Way, Naples

\$340,000



PROPERTY DETAILS

MLS #220071419

S **5407 Guadeloupe Way, Naples**

\$310,000

Listing information

Courtesy of John R Wood Properties

MLS#: 220071419	Beds: 2	SqFt: 1,540	Sold Date: 2/26/21
Status: Sold	Baths: 2.00	YrBlt: 1999	DOM: 60

Features

Acres: 0.12 **Lot Size:** 0.12 **Amenities:** Beauty Salon, Bike And Jog Path, Bocce Court, Clubhouse, Community Pool, Community Room, Community Spa/Hot tub, Exercise Room, Putting Green, Restaurant, Sidewalk, Streetlight, Tennis Court, Vehicle Wash Area **Community Type:** Gated **Construction:** Poured Concrete **Cooling:** Central Electric **Equipment:** Auto Garage Door, Central Vacuum, Dishwasher, Disposal, Dryer, Microwave, Range, Refrigerator/Freezer, Refrigerator/Icemaker, Self Cleaning Oven, Smoke Detector, Washer **Exterior Features:** None **Garage Desc:** Attached **Heat:** Central Electric

Remarks

H303 Welcome to this updated lakefront Capri! Enjoy all the upgrades this Capri offers including new tile and upgraded Master Bathroom, new wood-laminate floors in den and bedrooms, newer stainless steel kitchen appliances, newer washer and dryer, queen size murphy bed in second bedroom, built-in cabinets in garage, and more. Enjoy morning coffee and evening beverages on your lakefront lanai. Popular Capri model offers a comfortable lifestyle in a fabulous and very sought-after community. This home is conveniently located close to the fabulous Town Center a short walk away. All this at a great price. Ready for immediate occupancy. Easy to see!

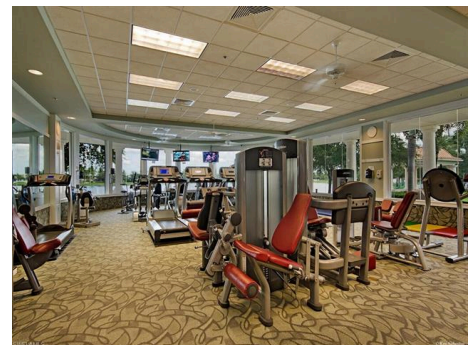


Information is deemed reliable but not guaranteed.

Janet Berry, PA | Janet Berry Luxury Home Team at Premiere Plus Realty

S 5407 Guadeloupe Way, Naples

\$310,000



S 4876 Lasqueti Way, Naples

\$290,000

Listing information

Courtesy of Premiere Plus Realty Co

MLS#: 221001010	Beds: 2	SqFt: 1,680	Sold Date: 2/11/21
Status: Sold	Baths: 2.00	YrBlt: 2002	DOM: 3

Features

Amenities: Basketball, BBQ - Picnic, Bike And Jog Path, Bocce Court, Clubhouse, Community Park, Community Pool, Community Room, Exercise Room, Internet Access, Play Area, Shuffleboard, Sidewalk, Streetlight, Tennis Court, Underground Utility, Vehicle Wash Area **Community Type:** Gated **Construction:** Poured Concrete **Cooling:** Ceiling Fans, Central Electric **Equipment:** Auto Garage Door, Central Vacuum, Cooktop - Electric, Dishwasher, Disposal, Dryer, Microwave, Refrigerator/Freezer, Security System, Self Cleaning Oven, Smoke Detector, Washer

Remarks

The Capri Villa located in Island Walk, 2 bedrooms, Sleeper Sofa in Living Room, Den and 2 full bathrooms plus a two-car garage.
 The home is offered Turnkey Move in Ready.
 The villa also offers a new A/C unit and central vacuum cleaner.

From the lanai you will enjoy the privacy garden. Other features storm shutters, and a security ready system to be activated. Relax and the community will take care of landscaping and irrigation.

As a resident of Island Walk the amenities are endless, 2 community resort swimming pools, 8 Har-Tru tennis courts, pickle ball, Fitness Center, putting greens, bocce courts, restaurants, gas station, car wash, hair & nail salon and a post office for your convivence.

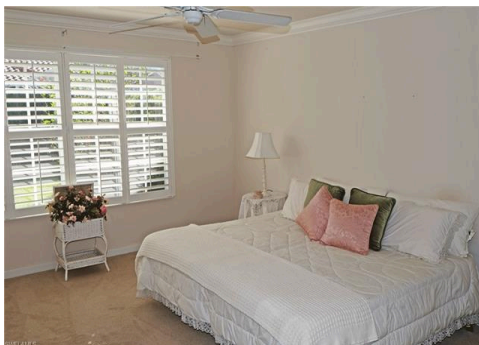
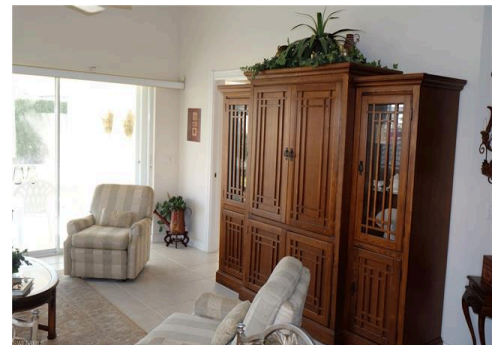
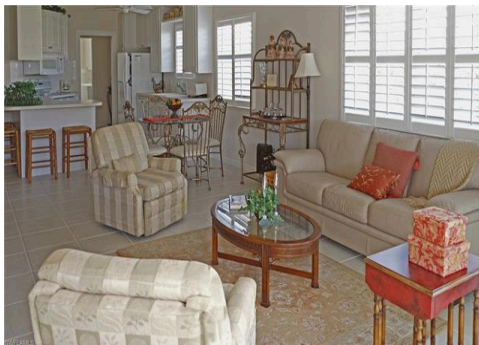
Own in Island Walk and enjoy the good life.

Information is deemed reliable but not guaranteed.



S 4876 Lasqueti Way, Naples

\$290,000



PROPERTY DETAILS

MLS #221007364

S 5666 Eleuthera Way, Naples

\$300,000

Listing information

Courtesy of Islandwalk Real Estate Inc

MLS#: 221007364	Beds: 2	SqFt: 1,680	Sold Date: 4/5/21
Status: Sold	Baths: 2.00	YrBlt: 1999	DOM: 20

Features

Acres: 0.12 **Lot Size:** 0.12 **Amenities:** Beauty Salon, Bocce Court, Business Center, Clubhouse, Common Laundry, Exercise Room, Internet Access, Library, Pickleball, Putting Green, Restaurant, Sidewalk, Streetlight, Tennis Court, Underground Utility **Community Type:** Gated, Tennis
Construction: Poured Concrete **Cooling:** Central Electric **Equipment:** Auto Garage Door, Central Vacuum, Dishwasher, Disposal, Dryer, Microwave, Range, Refrigerator/Freezer, Security System, Smoke Detector, Washer, Washer/Dryer Hookup **Exterior Features:** Privacy Wall, Sprinkler Auto
Garage Desc: Attached

Remarks

Searching for an Affordable, Carefree, Energy Efficient 2 Bedroom 2 Bath Villa with an area that can be designated as your Home Office? Then stop your search! This spacious Outdoor Living Oasis has neighbors on only one side and ready access to the Walkways with stunning Lake Views that take you to TownCenter and all the Amenities. This is the Larger Capri Villa with over 1650 Square Feet of Open Living under A/C. Ready for your Personal Touch, this Open Plan is perfect for entertaining and you will save \$\$ by not having personal pool maintenance & insurance. Upgrades include a Fireplace, Granite, Upgraded S/S Appliances, Reconfigured Cabinets giving you a panoramic view of your home, Track Lighting, Central Vacuum, Security System. Lawn/Landscaping/Irrigation Care and HDTV & High Speed Internet are included in the LOW FEES. IslandWalk Town Center has 2 Resort-Style Community Pools, ...

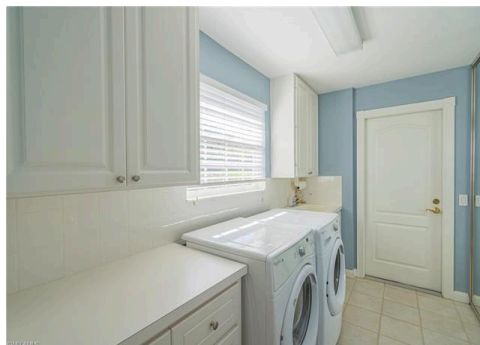
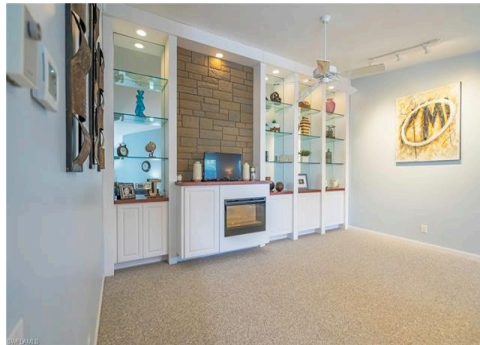
Information is deemed reliable but not guaranteed.

Janet Berry, PA | Janet Berry Luxury Home Team at Premiere Plus Realty



S 5666 Eleuthera Way, Naples

\$300,000



PROPERTY DETAILS

MLS #221010238

S 4908 Lasqueti Way, Naples

\$359,000

Listing information

Courtesy of Real Estate of South Florida

MLS#: 221010238	Beds: 2	SqFt: 1,680	Sold Date: 4/23/21
Status: Sold	Baths: 2.00	YrBlt: 2000	DOM: 51

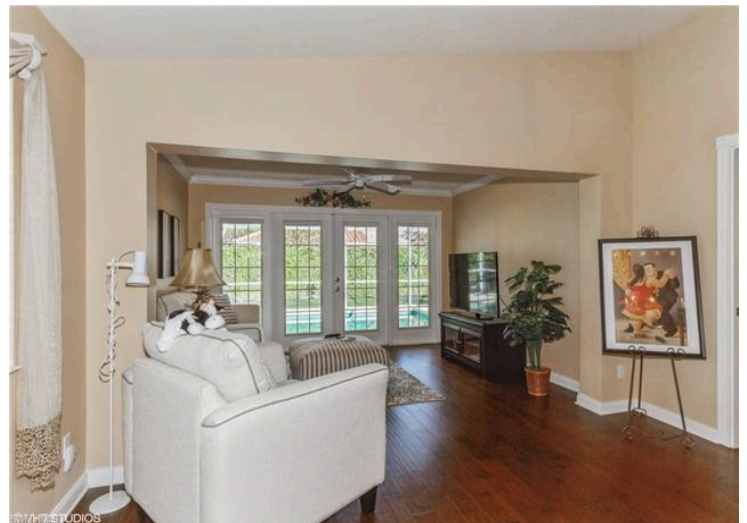
Features

Amenities: Beauty Salon, Bocce Court, Clubhouse, Community Pool, Community Room, Community Spa/Hot tub, Exercise Room, Internet Access, Pickleball, Putting Green, Sidewalk, Streetlight, Tennis Court, Underground Utility, Vehicle Wash Area **Community Type:** Gated, Tennis **Construction:** Poured Concrete **Cooling:** Central Electric **Equipment:** Auto Garage Door, Central Vacuum, Cooktop - Electric, Dishwasher, Disposal, Dryer, Microwave, Range, Refrigerator/Icemaker, Security System, Self Cleaning Oven, Washer **Exterior Features:** Decorative Shutters, Patio, Privacy Wall, Sprinkler Auto

Remarks

This is the one you are looking for. New roof, new a/c, no carpeting, upgraded kitchen, pool, extended floor plan.

Impeccable condition. Corner location nestled in the community. Seller will entertain selling turnkey. The community TOWNCENTER...complete with state of the art fitness, social rooms, pools, tennis ,pickle ball, gas station, dining, bocce, putting green. Gated community with lovely tree lined streets and quaint foot bridges over the numerous lakes. A community filled with splendor. IN THE HEART OF EVERYTHING . Amenity rich with low HOA and no CDD. Maintenance fee includes cable and internet.



Information is deemed reliable but not guaranteed.

Janet Berry, PA | Janet Berry Luxury Home Team at Premiere Plus Realty

S 4908 Lasqueti Way, Naples

\$359,000



S 5666 Eleuthera Way, Naples

\$421,000

Listing information

Courtesy of Premiere Plus Realty Co.

MLS#: 221030562	Beds: 2	SqFt: 1,680	Sold Date: 5/7/21
Status: Sold	Baths: 2.00	YrBlt: 1999	DOM: 2

Features

Acres: 0.12 **Lot Size:** 0.12 **Amenities:** Beauty Salon, Bike And Jog Path, Bocce Court, Business Center, Clubhouse, Exercise Room, Internet Access, Library, Pickleball, Putting Green, Restaurant, Sidewalk, Streetlight, Tennis Court, Underground Utility **Community Type:** Gated, Tennis **Construction:** Poured Concrete **Cooling:** Central Electric **Equipment:** Auto Garage Door, Central Vacuum, Dishwasher, Disposal, Dryer, Microwave, Range, Refrigerator/Freezer, Security System, Smoke Detector, Washer, Washer/Dryer Hookup **Exterior Features:** Privacy Wall, Sprinkler Auto **Garage Desc:** Attached

Remarks

Stunning, highly sought after extended Capri model in beautiful Islandwalk. Private setting on a beautiful block across from a small, quiet park and with no immediate neighbor on one side. Open den with stunning built in feature wall that is anchored by beautiful 3 dimensional marble tile. The den features handsome luxury vinyl flooring and there are new ceiling fans throughout. The kitchen boasts black stainless appliances, granite counter tops and hexagon tile. Lots of storage and blinds on all windows. Islandwalk is a beautiful community featuring walking paths, tennis bocce, pickleball, a restaurant, gas station and low HOA fees. Don't miss it.

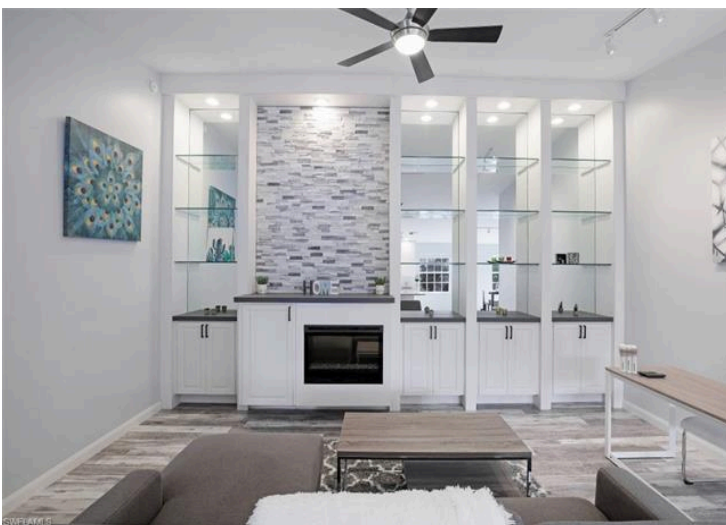


Photo not available

Information is deemed reliable but not guaranteed.

PROPERTY DETAILS

MLS #221002550

S **3723 Exuma Way, Naples**

\$328,700

Listing information

Courtesy of Islandwalk Real Estate Inc

MLS#: 221002550	Beds: 2	SqFt: 1,680	Sold Date: 3/12/21
Status: Sold	Baths: 2.00	YrBlt: 2003	DOM: 10

Features

Amenities: Beauty Salon, Bike And Jog Path, Bike Storage, Bocce Court, Clubhouse, Community Pool, Community Room, Exercise Room, Hobby Room, Internet Access, Library, Pickleball, Putting Green, Restaurant, Sidewalk, Streetlight, Tennis Court, Underground Utility, Vehicle Wash Area
Community Type: Gated, Tennis **Construction:** Poured Concrete **Cooling:** Ceiling Fans, Central Electric **Equipment:** Auto Garage Door, Central Vacuum, Dishwasher, Disposal, Dryer, Microwave, Refrigerator/Icemaker, Self Cleaning Oven, Smoke Detector, Washer **Exterior Features:** Decorative Shutters

Remarks

Looking for a Carefree, Energy Efficient Villa with a private room that can be designated for a Home Office? Located at the Cul-De-Sac in the newer section of IslandWalk close to the Entry Gate this 2 Bedroom 2 Bath Villa also has an Attached Garage and Private Garden. With over 1650 Square Feet of Open Living this larger Capri features a Screened Lanai & stunning Lake Views. Perfect for entertaining or working from home the Vaulted Ceilings enhance the space and Natural Light is everywhere. Extras include Crown Molding, NEWER A/C, NEWER Hot Water Heater, Central Vacuum, Security System & Storm Shutters for your peace of mind. This exceptional buy includes Lawn/Landscaping/Irrigation Care, HDTV & High Speed Internet in the LOW FEES. IslandWalk has amenities galore which include Town Center with 2 Resort-Style Community Pools, 8 Har-tru Tennis Courts, a huge Fitness Center, Putting Gre...

Information is deemed reliable but not guaranteed.

Janet Berry, PA | Janet Berry Luxury Home Team at Premiere Plus Realty



S 3723 Exuma Way, Naples

\$328,700



S 3033 Futuna Ln, Naples

\$317,000

Listing information

Courtesy of Keller Williams Realty Naples

MLS#: 220078412	Beds: 2	SqFt: 1,540	Sold Date: 3/15/21
Status: Sold	Baths: 2.00	YrBlt: 2002	DOM: 7

Features

Acres: 0.12 **Lot Size:** 0.12 **Amenities:** Beauty Salon, Bike And Jog Path, Bike Storage, Bocce Court, Business Center, Cabana, Clubhouse, Community Park, Community Pool, Community Room, Exercise Room, Internet Access, Library, Pickleball, Putting Green, Restaurant, Sidewalk, Streetlight, Tennis Court, Underground Utility, Vehicle Wash Area **Community Type:** Gated, Tennis
Construction: Poured Concrete **Cooling:** Ceiling Fans, Central Electric

Remarks

Enjoy Fabulous Lake views from this move in ready home. Open Floor Plan features 2 bedroom plus den, 2 full baths with Attached 2 Car Garage. Newer Refrigerator, range and dishwasher. Window Coverings, Light & Bright. The Volume Ceilings, neutral color and open floor plan make this a great place for entertaining. The screened in lanai, is the perfect place to relax and enjoy the fabulous Naples Sunsets. Close to the entry gate and a short walk to the Town Center, located in the newer section of Islandwalk. This Award winning Community, has Low Fees and NO CDD, and tons of Amenities, including community pools, tennis, restaurant, bocce ball, beauty salon, gas station, clubhouse, fitness center, library even a vehicle wash area. Wonderful Location Close to Naples Famous Beaches, Mercato, Fifth Avenue and Third Street for the best in dining, shopping and entertainment. Come enjoy...

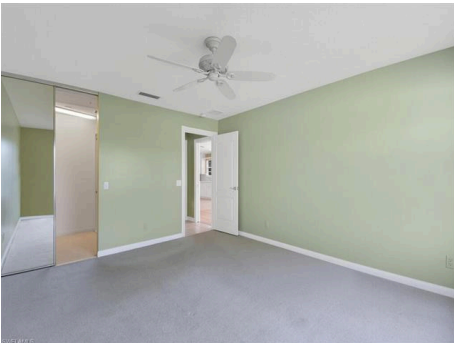
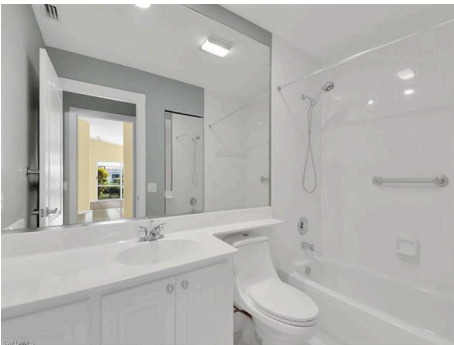


Information is deemed reliable but not guaranteed.

Janet Berry, PA | Janet Berry Luxury Home Team at Premiere Plus Realty

S 3033 Futuna Ln, Naples

\$317,000



S 4966 Kingston Way, Naples

\$351,000

Listing information

Courtesy of Islandwalk Real Estate Inc

MLS#: 220079413	Beds: 2	SqFt: 1,540	Sold Date: 2/10/21
Status: Sold	Baths: 2.00	YrBlt: 2000	DOM: 4

Features

Acres: 0.11 **Lot Size:** 0.11 **Amenities:** Beauty Salon, Bike And Jog Path, Bocce Court, Clubhouse, Community Pool, Community Room, Exercise Room, Internet Access, Library, Pickleball, Putting Green, Restaurant, See Remarks, Sidewalk, Streetlight, Tennis Court, Underground Utility, Vehicle Wash Area **Community Type:** Gated, No Subdivision, Tennis **Construction:** Poured Concrete **Cooling:** Ceiling Fans, Central Electric

Remarks

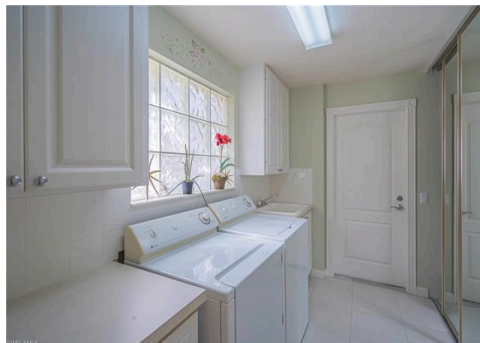
A TRIPLE PLAY of all the Home Features that Matter NEW ROOF & GUTTERS COMING SOON, Spectacular Bridge and Wide Lake Views with the preferred Southern Exposure and Many Upgrades including Recently Painted Exterior, NEWER POOL HEATER and A/C. This 2 Bedroom plus Open Den and 2 Bath retreat features Tile in main living areas, Granite in the Kitchen, Pull-outs in Cabinet Drawers for easy access, Newer Refrigerator, Built in Wall Unit in the Great Room, Plantation Shutters, Newer Hot Water Heater, Central Vacuum, Security System and Electric and Accordion Storm Shutters for your peace of mind. LOW FEES and NO CDD gives you Amenities Galore and also includes High Speed Internet and Comcast HDTV. Looking for a Low Maintenance Home that has it ALL? Then, this is the home for YOU! Minutes from our Glorious Beaches and chic Mercato, Fifth Avenue and Third Street for the best in Dining, Shopping...



Information is deemed reliable but not guaranteed.

S 4966 Kingston Way, Naples

\$351,000



S 5552 Islandwalk Cir, Naples

\$345,000

Listing information

Courtesy of John R. Wood Properties

MLS#: 221015026	Beds: 2	SqFt: 1,540	Sold Date: 4/9/21
Status: Sold	Baths: 2.00	YrBlt: 1999	DOM: 2

Features

Acres: 0.11 **Lot Size:** 0.11 **Amenities:** Beauty Salon, Bike And Jog Path, Bocce Court, Business Center, Clubhouse, Community Pool, Community Room, Community Spa/Hot tub, Exercise Room, Library, Putting Green, Restaurant, Sidewalk, Streetlight, Tennis Court, Underground Utility, Vehicle Wash Area **Community Type:** Gated **Construction:** Poured Concrete **Cooling:** Central Electric

Remarks

V1380 Beautifully maintained Capri Model with swimming pool, located on very private lot with landscaped view. Property has a newer roof and gutters (2019), AC System (2017), Hot Water Heater (2017) Pool Pump (2019), home also has a central Kinetco Water softening system. Complete storm protection with both electric and manual storm shutters, 2 car garage with paver driveway. Island Walk has miles of walking/biking trails and a town center with Clubhouse, workout facilities, Lap Pool, Har-True Tennis Courts, Resort Pool, Restaurant, Car Wash and Gas Station. Community is 15 min drive from pristine Naples beaches, shopping and world class restaurants. Public Golf courses nearby.



Information is deemed reliable but not guaranteed.

S 5552 Islandwalk Cir, Naples

\$345,000



S 5069 Kingston Way, Naples

\$304,999

Listing information

Courtesy of Real Estate of South Florida

MLS#: 221001848	Beds: 2	SqFt: 1,556	Sold Date: 4/9/21
Status: Sold	Baths: 2.00	YrBlt: 2000	DOM: 38

Features

Amenities: Beauty Salon, Bocce Court, Clubhouse, Community Pool, Community Room, Community Spa/Hot tub, Exercise Room, Internet Access, Putting Green, Restaurant, Shuffleboard, Sidewalk, Streetlight, Tennis Court, Underground Utility, Vehicle Wash Area **Community Type:** Gated, Tennis **Construction:** Poured Concrete **Cooling:** Central Electric **Equipment:** Auto Garage Door, Central Vacuum, Dishwasher, Disposal, Dryer, Microwave, Range, Refrigerator, Refrigerator/Icemaker, Security System, Self Cleaning Oven, Washer **Exterior Features:** Patio, Sprinkler Auto **Garage Desc:** Attached

Remarks

Oversized lot rare find. Large side and back yard giving you privacy and lots of outdoor options. Capri floor plan well within the community away from main roads. The Capri offers almost 1600 sf under air plus a nice screen and tiled patio and attached 2 car garage. Large bedrooms with walk in closets. Open floor plan with volume ceiling. Kitchen with a window and proper laundry room with storage , sink, and window. All located in the fabulous Island Walk an amenity rich community with moderate HOA fees. Enjoy miles of walking paths over charming European foot bridges, mature stately live oak trees , state of the art fitness center, restaurant, club house, tennis, lap pool, community pool, bocce , putting green, gas station, car wash, post office , nail/hair salon and more. Maintenance includes internet and cable plus lawn care , gated guard entry . You will love it here.



Information is deemed reliable but not guaranteed.

S 5069 Kingston Way, Naples

\$304,999



S 5500 Islandwalk Cir, Naples

\$329,000

Listing information			Courtesy of Islandwalk Real Estate Inc
MLS#: 221004626	Beds: 2	SqFt: 1,680	Sold Date: 4/21/21
Status: Sold	Baths: 2.00	YrBlt: 1999	DOM: 32

Features
Acres: 0.11 **Lot Size:** 0.11 **Amenities:** Beauty Salon, Bike And Jog Path, Bocce Court, Clubhouse, Exercise Room, Internet Access, Putting Green, Tennis Court **Community Type:** Gated, Tennis **Construction:** Poured Concrete **Cooling:** Central Electric **Equipment:** Auto Garage Door, Central Vacuum **Exterior Features:** Patio, Privacy Wall **Garage Desc:** Attached **Heat:** Central Electric **Interior Features:** Cable Prewire, High Speed Available, Laundry Tub, Pull Down Stairs, Smoke Detectors, Vaulted Ceiling, Walk-In Closet, Window Coverings **Lot Desc:** Corner, Zero Lot Line

Remarks
 COME AND SEE THE MANY UPGRADES in this 2 Bedroom, 2 Bath Villa complete with a stylish Coastal Casual interior saving you time and money. This spacious Indoor/Outdoor Retreat has neighbors on only one side, mature foliage for additional privacy and the upgraded Leaded Glass Entry Door brings in an abundance of natural light. This is the Larger Capri Villa with over 1650 Square Feet of Open Living making it perfect for Entertaining or Working from Home. With Easy Care Tile and beautiful Wide Plank flooring throughout you will be glad that there is NO CARPET to deal with or replace. The Many Upgrades include Plantation Shutters, Crown Molding, Granite Counters, Stainless Hood over the Stove, Reconfigured Cabinets to include Easy-Care Drawers and Glass-Fronted Cabinets for more storage, Pendant Lights, Upgraded Pool finishes, an Easy-Care Paver Deck, Central Vacuum, Security System and S...



Information is deemed reliable but not guaranteed.

S 5626 Eleuthera Way, Naples

\$335,100

Listing information

Courtesy of John R. Wood Properties

MLS#: 221017860	Beds: 2	SqFt: 1,680	Sold Date: 5/17/21
Status: Sold	Baths: 2.00	YrBlt: 1999	DOM: 5

Features

Acres: 0.11 **Lot Size:** 0.11 **Amenities:** Beauty Salon, Bike And Jog Path, Bocce Court, Business Center, Clubhouse, Community Pool, Community Room, Internet Access, Pickleball, Restaurant, Sidewalk, Streetlight, Tennis Court, Underground Utility, Vehicle Wash Area **Community Type:** Gated **Construction:** Poured Concrete **Cooling:** Ceiling Fans, Central Electric **Equipment:** Auto Garage Door, Cooktop - Electric, Dishwasher, Disposal, Dryer, Microwave, Range, Refrigerator/Freezer, Refrigerator/Icemaker, Security System, Smoke Detector, Washer **Exterior Features:** Patio, Sprinkler Auto

Remarks

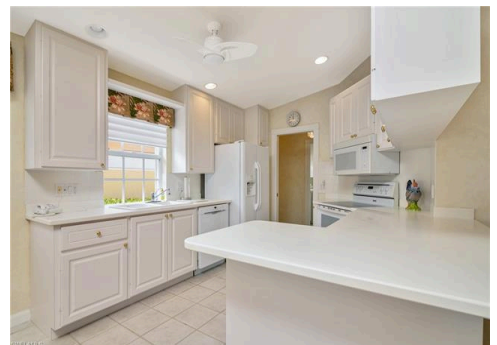
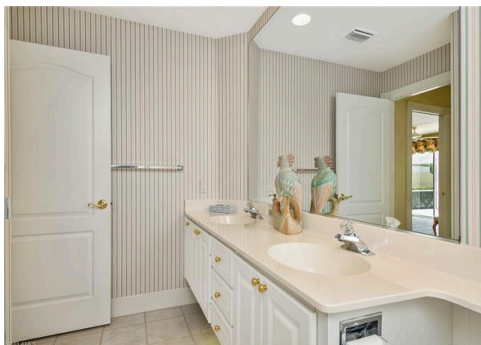
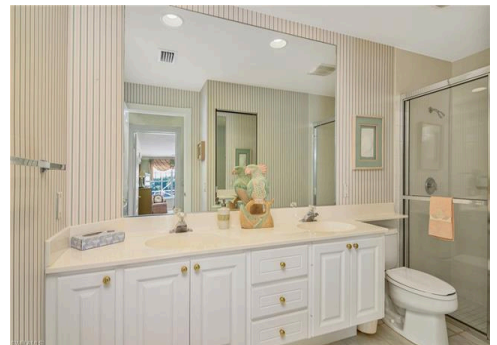
V1586 Eastern sunrise in this most popular built extended Capri model, offering additional square footage in the family room with a built-in desk, cabinets and a dry bar on the opposite wall overlooking a large sunny patio with a eastern exposure. The living room has ceiling high built in wall unit with glass shelving. The white kitchen w/pantry offers an open floor plan and a breakfast bar. Lots of windows for a lot of light into the villa. Each bedroom has a walk in closet for storage. A spacious 2 car garage with built-in cabinets and ceiling racks will provide plenty of storage space. Most recent upgrades include: a NEW ROOF 2020, newer A/C 2018, washer/dryer and dishwasher 2016. Enjoy one of the few communities that offer a unique Town Center with a restaurant & bar, gas station, car wash, post office, beauty salon, tennis courts, resort /lap pools, fitness center, bocce courts...



Information is deemed reliable but not guaranteed.

S 5626 Eleuthera Way, Naples

\$335,100



PROPERTY DETAILS

MLS #221037110

P 5812 Drummond Way, Naples

\$349,900

Listing information

Courtesy of Islandwalk Real Estate Inc

MLS#: 221037110	Beds: 2	SqFt: 1,540	List Date: 5/13/21
Status: Pending	Baths: 2.00	YrBlt: 1999	DOM: 8

Features

Acres: 0.12 **Lot Size:** 0.12 **Amenities:** Beauty Salon, Bocce Court, Business Center, Clubhouse, Community Pool, Exercise Room, Internet Access, Library, Pickleball, Putting Green, Restaurant, Sidewalk, Streetlight, Tennis Court, Underground Utility, Vehicle Wash Area **Community Type:** Gated, Tennis **Construction:** Poured Concrete **Cooling:** Central Electric **Equipment:** Auto Garage Door, Central Vacuum, Dishwasher, Disposal, Dryer, Microwave, Range, Refrigerator/Freezer, Security System, Smoke Detector, Washer, Washer/Dryer Hookup

Remarks

DONT MISS THIS ONE! Savor the peacefulness of your impeccably maintained and lovingly cared for 2 Bedroom plus open Den and 2 Bath Capri villa with NEW ROOF and GUTTERS and a tranquil Lake View! What a relaxing backdrop for your enjoyment of the Naples lifestyle in the luxury Award Winning Community of IslandWalk with its sought after location in North Naples and many Amenities, HD Comcast Cable Television and Internet included in your LOW FEES!. Come and make this Gem your Oasis in Paradise!



Photo not available

Information is deemed reliable but not guaranteed.

Janet Berry, PA | Janet Berry Luxury Home Team at Premiere Plus Realty

P 3411 Cayman Ln, Naples

\$329,990

Listing information			<i>Courtesy of Islandwalk Real Estate Inc</i>
MLS#: 221038115	Beds: 2	SqFt: 1,540	List Date: 5/23/21
Status: Pending	Baths: 2.00	YrBlt: 2002	Sold Date:

Features

Acres: 0.12 **Lot Size:** 0.12 **Amenities:** Beauty Salon, Bocce Court, Business Center, Clubhouse, Community Pool, Exercise Room, Internet Access, Library, Pickleball, Putting Green, Restaurant, Sidewalk, Streetlight, Tennis Court, Underground Utility, Vehicle Wash Area **Community Type:** Gated, Tennis **Construction:** Poured Concrete **Cooling:** Central Electric **Equipment:** Auto Garage Door, Central Vacuum, Dishwasher, Disposal, Dryer, Microwave, Range, Refrigerator/Freezer, Security System, Smoke Detector, Washer, Washer/Dryer Hookup

Remarks

NEWER ROOF AND GUTTERS add to the appeal of this Affordable, Carefree and Energy Efficient 2 Bedroom 2 Bath Villa with private Garden Area. This exceptional buy includes Lawn/Landscaping/Irrigation Care and HDTV & High Speed Internet in the LOW FEES. IslandWalk has amenities galore which include a Town Center with 2 Resort-Style Community Pools, 8 lighted Har-tru Tennis Courts, Pickleball, large Fitness Center, Putting Green, Bocce Courts, Restaurant, Gas Station, Car Wash, Hair and Nail Salon, Library and Post Office. Just minutes to dining, shopping and Naples breathtaking white sand Gulf Beaches. Come and make this your private sanctuary in beautiful Naples.



Photo not available

Information is deemed reliable but not guaranteed.

P 4819 Lasqueti Way, Naples

\$359,000

Listing information

Courtesy of Real Estate of South Florida

MLS#: 221020822	Beds: 2	SqFt: 1,556	List Date: 3/20/21
Status: Pending With Contingencies	Baths: 2.00	YrBlt: 2000	DOM: 1

Features

Amenities: Beauty Salon, Clubhouse, Community Pool, Community Room, Community Spa/Hot tub, Exercise Room, Internet Access, Pickleball, Putting Green, Restaurant, Sidewalk, Streetlight, Tennis Court, Underground Utility, Vehicle Wash Area **Community Type:** Gated, Tennis **Construction:** Poured Concrete **Cooling:** Central Electric **Equipment:** Auto Garage Door, Central Vacuum, Cooktop - Electric, Dishwasher, Disposal, Dryer, Microwave, Refrigerator/Icemaker, Security System, Self Cleaning Oven **Exterior Features:** Privacy Wall, Sprinkler Auto **Garage Desc:** Attached **Heat:** Central Electric

Remarks

Oh yes this is the one you are looking for. Light bright no carpet in living areas nicely updated Rare custom pool plus spa.

LIKE NEW AND BEAUTIFUL. WELCOME TO WONDERFUL, WELCOME HOME. THE COASTAL CONTEMPORARY VIB THAT IS SO CALMING . GENEROUS ROOMS . AMPLE CLOSETS. OPEN FLOOR PLAN. EXPANDED KITCHEN ,COVERED PATIO PLUS ADDITIONAL ROOMY OPEN SCREENED POOL/PATIO ALL WITH NICE GARDEN LOT VIEW. 2 CAR ATTACHED GARAGE WITH EXTRA STORAGE. PROPER LAUNDRY ROOM WITH SINK . ALL WRAPPED UP IN THE BEAUTY OF ISLAND WALK WITH MILES OF WALING PATHS, TREE LINED STREETS, STATE OF ART CLUB HOUSE, RESTAURANT, TENNIS, PICKLEBALL NUMEROUS POOLS, EUROPEAN FOOT BRIDGES, PUTTING GREEN, BOCCE, FITNESS CENTER, BEAUTY SALON, CAR WASH, GAS STATION, ON SITE MANAGEMENT 24 SECURITY. LOW HOA FEES. YOU WILL LOVE IT HERE DINING AND KITCHEN LIGHT DO NOT CONVEY.

Information is deemed reliable but not guaranteed.



P 4819 Lasqueti Way, Naples

\$359,000



P 4590 Ossabaw Way, Naples

\$339,900

Listing information			Courtesy of Islandwalk Real Estate Inc
MLS#: 221034137	Beds: 2	SqFt: 1,540	List Date: 4/28/21
Status: Pending	Baths: 2.00	YrBlt: 2000	DOM: 1

Features

Amenities: Beauty Salon, Bike And Jog Path, Bike Storage, Bocce Court, Business Center, Clubhouse, Community Pool, Community Room, Exercise Room, Hobby Room, Internet Access, Library, Pickleball, Putting Green, Restaurant, Sidewalk, Streetlight, Tennis Court, Underground Utility, Vehicle Wash Area **Community Type:** Gated, Tennis **Construction:** Poured Concrete **Cooling:** Ceiling Fans **Equipment:** Auto Garage Door, Cooktop - Electric, Dishwasher, Disposal, Dryer, Microwave, Refrigerator/Icemaker, Self Cleaning Oven, Smoke Detector, Washer **Exterior Features:** Decorative Shutters

Remarks

Watch our glorious Naples sunset from your screened lanai overlooking the tranquil lake. Located on one of IslandWalk's favorite streets this 2 Bedroom 2 Bath Capri Villa with an attached 2 car Garage is the perfect place to enjoy all that Naples has to offer.



Information is deemed reliable but not guaranteed.

P 4154 Saint George Ln, Naples

\$369,900

Listing information

Courtesy of Islandwalk Real Estate Inc

MLS#: 221037749	Beds: 2	SqFt: 1,680	List Date: 5/15/21
Status: Pending	Baths: 2.00	YrBlt: 2001	DOM: 1

Features

Amenities: Beauty Salon, Bike And Jog Path, Bike Storage, Bocce Court, Business Center, Clubhouse, Community Pool, Community Room, Exercise Room, Hobby Room, Internet Access, Library, Pickleball, Putting Green, Restaurant, Sidewalk, Streetlight, Tennis Court, Underground Utility, Vehicle Wash Area **Community Type:** Gated, Tennis **Construction:** Poured Concrete **Cooling:** Ceiling Fans, Central Electric **Equipment:** Auto Garage Door, Central Vacuum, Cooktop - Electric, Dishwasher, Disposal, Dryer, Refrigerator/Icemaker, Self Cleaning Oven, Smoke Detector, Washer

Remarks

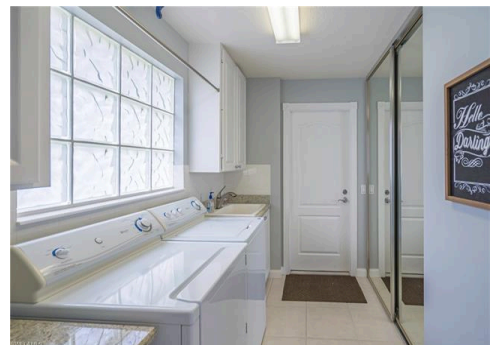
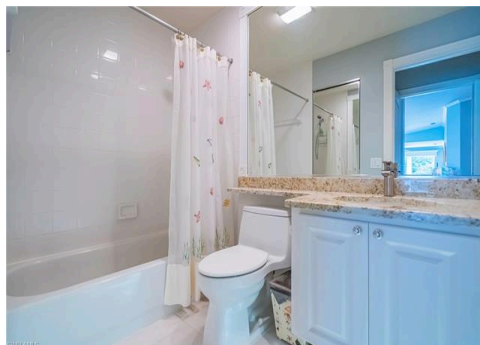
Welcome to YOUR DREAM HOME featuring an Oversized Lot and Generous Side Yard for the Privacy you deserve. Looking for a Home Office? This Larger Capri Villa has over 1650 Square Feet of Open Living under A/C making it perfect for Entertaining or Working from Home. You will fall in love the moment you enter through the beautiful Etched Glass Entry door and see your Open Plan Cooks Kitchen with gorgeous Granite Counters and reconfigured Pull-outs and Drawers for easy access making it the ultimate for entertaining family and friends. This 2 Bedroom and 2 Bath Villa has Custom Bathrooms with Granite Counters, upgraded Sinks and Faucets and a Frameless Glass Door in the Master Bath. You will also enjoy an Upgraded A/C and Hot Water Heater, quality Wood and Tile flooring throughout, Plantation Shutters, Upgraded Lights and Fans, Crown Molding, easy to use Accordion Storm Shutters, Epoxy Fin...

Information is deemed reliable but not guaranteed.



P 4154 Saint George Ln, Naples

\$369,900



A 4929 Kingston Way, Naples

\$389,000

Listing information

Courtesy of John R. Wood Properties

MLS#: 221039125	Beds: 2	SqFt: 1,680	List Date: 5/26/21
Status: Active	Baths: 2.00	YrBlt: 2000	Sold Date:

Features

Acres: 0.15 **Lot Size:** 0.15 **Amenities:** Beauty Salon, Bike And Jog Path, Billiards, Bocce Court, Clubhouse, Community Pool, Community Spa/Hot tub, Exercise Room, Pickleball, Play Area, Putting Green, Restaurant, Streetlight, Tennis Court, Vehicle Wash Area **Community Type:** Gated, Tennis **Construction:** Concrete Block **Cooling:** Ceiling Fans, Central Electric **Equipment:** Auto Garage Door, Cooktop - Electric, Dishwasher, Disposal, Dryer, Microwave, Range, Refrigerator/Freezer, Smoke Detector, Washer **Exterior Features:** Privacy Wall, Sprinkler Auto **Garage Desc:** Attached **Heat:** Central Electric

Remarks

V2575 - Enjoy this very popular extended Capri III model in the activities filled Island Walk. Low fees and lots of fun are waiting for the next family to move right in. Meticulously maintained and ready for your personal touch. This home lives large with 2 split bedrooms and 2 full bathrooms, a living room, den and sun room with 2 Murphy beds. The lanai with private pool is waiting for new sunbathers to enjoy this easy lifestyle.

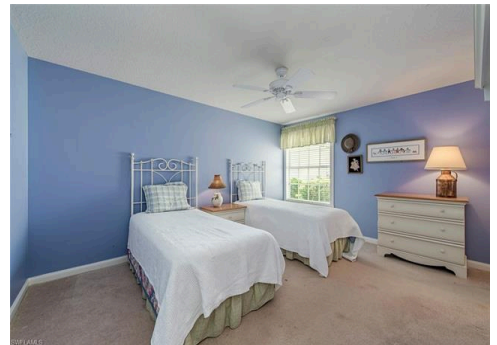


Information is deemed reliable but not guaranteed.

Janet Berry, PA | Janet Berry Luxury Home Team at Premiere Plus Realty

A 4929 Kingston Way, Naples

\$389,000



Sold Listings

Number of listings	14
Lowest price	\$290,000
Average price	\$331,129
Highest price	\$421,000
Avg price per sqft	\$203
Avg DOM	25



Pending Listings

Number of listings	5
Lowest price	\$329,990
Average price	\$349,738
Highest price	\$369,900
Avg price per sqft	\$223
Avg DOM	2



Active Listings

Number of listings	1
Lowest price	\$389,000
Average price	\$389,000
Highest price	\$389,000
Avg price per sqft	\$232
Avg DOM	



SOLD PROPERTY ANALYSIS

ANALYSIS



Address	Orig List Price	Sold Price	% of Orig List Price	DOM	\$ per Sqft
4336 Redonda Ln	\$324,900	\$305,000	93.88%	72	\$182
3763 Exuma Way	\$349,000	\$340,000	97.42%	48	\$202
5407 Guadeloupe Way	\$327,500	\$310,000	94.66%	60	\$201
4876 Lasqueti Way	\$298,500	\$290,000	97.15%	3	\$173
5666 Eleuthera Way	\$314,000	\$300,000	95.54%	20	\$179
4908 Lasqueti Way	\$359,000	\$359,000	100.00%	51	\$214
5666 Eleuthera Way	\$374,900	\$421,000	112.30%	2	\$251
3723 Exuma Way	\$339,900	\$328,700	96.70%	10	\$196
3033 Futuna Ln	\$319,900	\$317,000	99.09%	7	\$206
4966 Kingston Way	\$349,000	\$351,000	100.57%	4	\$228
5552 Islandwalk Cir	\$329,000	\$345,000	104.86%	2	\$224
5069 Kingston Way	\$319,000	\$304,999	95.61%	38	\$196
5500 Islandwalk Cir	\$350,000	\$329,000	94.00%	32	\$196
5626 Eleuthera Way	\$335,000	\$335,100	100.03%	5	\$199
Averages	\$334,971	\$331,129	98.85%	25	\$203

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.

Real Estate Agents

Nearly nine out of 10 real estate agents work on commission, and are paid only when the transaction closes. Except for the legal profession, real estate agents are the only fiduciaries and agents who work this way.

To simplify how commissions are routed, the real estate industry customarily allows all sales commissions to be paid out of the seller's proceeds, according to the terms of the listing agreement.

Brokers

According to licensing law, only licensed brokers can serve as fiduciaries. They have "agents" or licensed salespeople who work for them, but they have the legal responsibilities of operating the brokerage. The salesperson license allows salespeople to serve as agents of the broker. They can negotiate contracts, but the seller is actually negotiating with the broker, by proxy. It's the broker's company name and signature on the listing contract.

Distribution

Once the home is listed in the Multiple Listing Service (MLS), the listing broker discloses the terms of the commissions to other competing brokers, so they will bring their buyers to the listing. When the buyer's broker presents a contract to the seller, it will include a provision to collect their share of the sales commission, as offered by the listing agent in the MLS.

That means a commission can be split as many as four ways:

- Listing broker or agent
- Listing salesperson
- Buyer's broker or agent
- Buyer's salesperson

At closing, the listing agent is paid by the escrow agent out of the seller's proceeds, or a day or two later when the buyer's loan is funded by the lender. The listing agent, in turn, pays the buyer's agent his or her share of the sales commission.



Commissions are paid according to the terms of two contracts - the listing agreement, and the sales contract.

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:

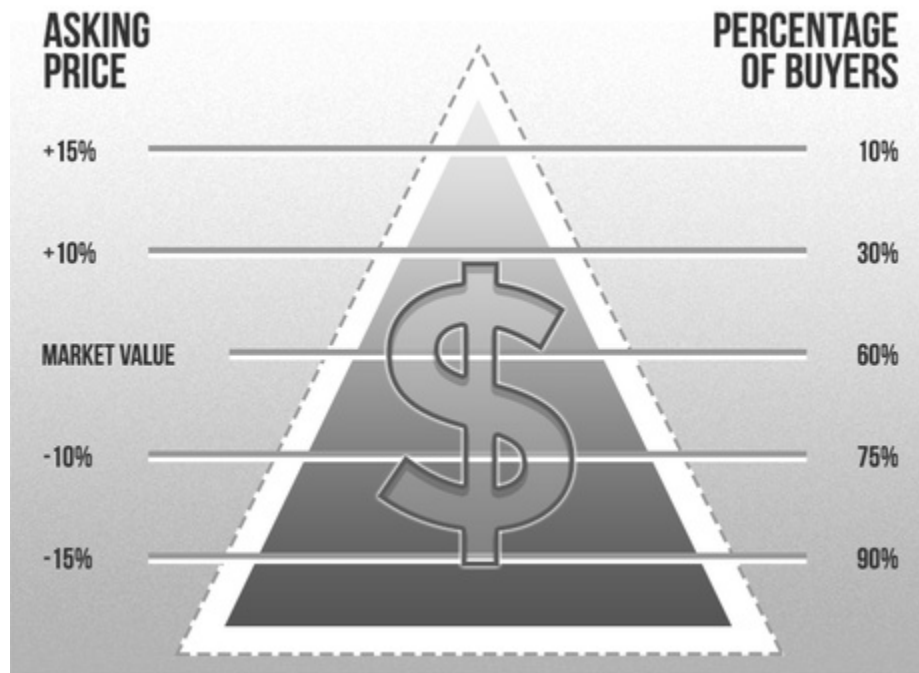
- They're trained and licensed professionals.
- They have experience in your neighborhood and your market.
- They have oversight from brokers and state licensing officials.
- Their job is to advise you the best way to reach your goals.
- Their continuing education keeps them up-to-date on housing issues.
- 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.

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

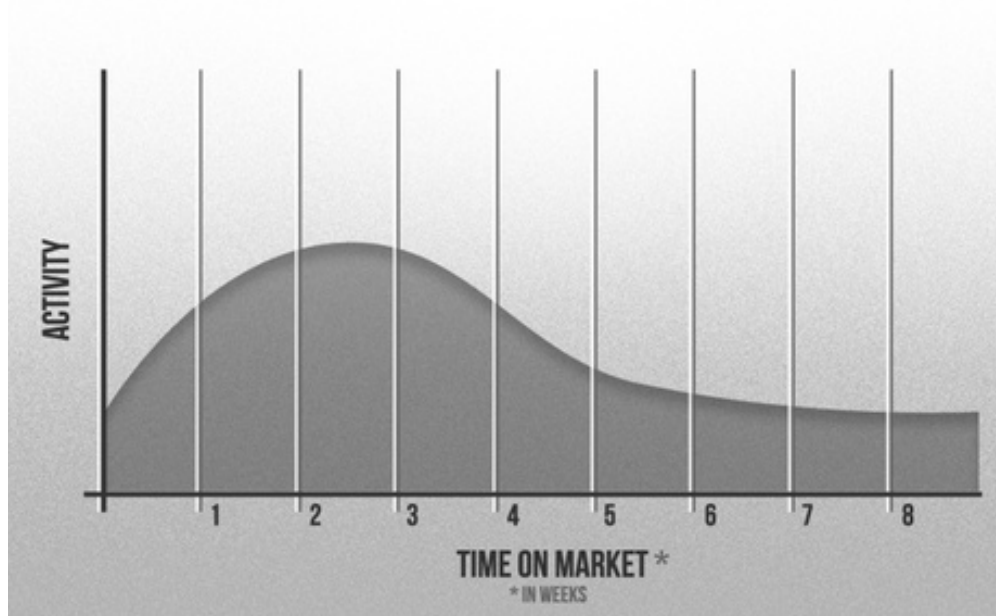
- Fair market value attracts buyers, overpricing never does.
- The first two weeks of marketing are crucial.
- The market never lies, but it can change its mind.



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.

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.

Here's a list of my happy customers!

Customer 1

Customer 2

Customer 3

Distressed Property

Short sales and foreclosures are the result of homeowners in distress. A “short sale” simply means the homeowner’s lender has given permission to the homeowner to sell the home for less than the remaining balance of the loan.

To accomplish this, the seller must show the lender why they are in distress, such as job loss or illness, or that home values have fallen to the point that the seller doesn’t have enough equity in the home to break even or sell at a profit. If the seller can show means to continue paying the note, it’s unlikely the bank will grant a short sale, but if it appears the seller is about to default, the bank may agree to a short sale in order to minimize its losses.

The terms of the short sale allow the seller to walk away from the mortgage while avoiding foreclosure, but the loss to the lender will be reflected in the seller’s credit report, possibly delaying their ability to repurchase a home in the near future. At the least, the next lender will require more down or demand a higher interest rate.

Foreclosure Proceedings

Once a homeowner defaults on mortgage payments, the bank begins foreclosure proceedings. The homeowner has many chances to stop the sale by paying the amount owed, until the home is put into a public auction. At that point, the homeowner loses all ability to retrieve the home. If the home does not sell at auction, it’s taken back by the bank as an “REO” which stands for real estate owned. The home then becomes an asset holding of the bank. REOs are managed by asset managers who are employed or contracted by the bank. REOs are put on the open market, often with a real estate professional who specializes in distressed sales. Foreclosures that are purchased this way typically are sold “as-is,” which means the bank has no intention to make environmental or structural repairs. So, buyer beware. When a buyer makes an offer on an REO, the asset manager decides whether or not to counter or accept, and strives to get as close to or above the original loan amount as possible.

The Price of a Bargain

While short sales and foreclosures can be bargains to buyers, they don’t come without a price. Because the lender is losing money on both short sales and foreclosures, the process to buy these homes takes longer and offers no guarantees to buyers. The length of time they are on the market, deferred maintenance, and stigma hurts surrounding home values, as much as 20 percent, according to the National Association of REALTORS®. Buyers should know that building equity takes time, and that the best home to own is the one you can comfortably afford.

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.