

Strategic Pricing Analysis

Jan-13-2010

Prepared for: Panther Trace Farm Report

Date Created

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| \$ Buyers Can Pay | | | | | | | | | | | | |
|-----------------------|----------------|--------------|----------|------------|------|-------|------------|---------------|----------|------|----------------|------------------------|
| Panther Trace | 2500 | | | 2006 | 4 | 3 | 0 | 75 x 130 | 2 | N | | |
| Comparable Addresses | Square Footage | Listed Price | \$/Sq.ft | Year Built | Beds | Baths | Half Baths | Property Size | Garage | Pool | Days On Market | Competitive Advantages |
| 12416 Bramfield Dr | 2825 | \$219,000 | \$78 | 2004 | 4 | 3 | 0 | | 3+ Car G | N | 178 | |
| 12812 STANDBRIDGE DR | 2420 | \$224,900 | \$93 | 2004 | 4 | 2 | 1 | 45.0X110.0 | 2 Car G | N | 84 | |
| 12505 BURGESS HILL DR | 2633 | \$224,000 | \$85 | 2005 | 4 | 3 | | 63.0X110.0 | 2 Car G | N | 197 | |
| 12502 SAFARI LN | 2697 | \$229,900 | \$85 | 2004 | 3 | 3 | | 85.0X168.0 | 3+ Car G | N | 35 | |
| 12434 BRAMFIELD DR | 2712 | \$204,900 | \$76 | 2004 | 4 | 3 | | | 3+ Car G | N | 299 | |
| Averages: | 2657 | \$220,540 | \$83 | 2004 | 4 | 3 | | | | | 159 | |

Subject Property Priced at average "Can Pay" Price: \$208,163

| \$ Buyers Did Pay | | | | | | | | | | | | |
|------------------------------|----------------|------------|----------|------------|------|-------|------------|---------------|----------|------|----------------|------------------------|
| Comparable Addresses | Square Footage | Price Sold | \$/Sq.ft | Year Built | Beds | Baths | Half Baths | Property Size | Garage | Pool | Days On Market | Competitive Advantages |
| 12640 BELCROFT DR | 2213 | \$200,461 | \$91 | 2009 | 4 | 2 | 1 | 49.0X113.0 | 2 Car G | N | 59 | List Price = \$199,900 |
| 10904 WILDCAT DR | 2585 | \$187,000 | \$72 | 2003 | 4 | 3 | | 70.0X110.0 | 2 Car G | N | 17 | List Price = \$199,900 |
| 12356 SILTON PEACE DR | 2689 | \$252,700 | \$94 | 2009 | 4 | 3 | | 70.0X110.0 | 3+ Car G | N | 33 | List Price = \$255,746 |
| 12314 SILTON PEACE DR | 2685 | \$244,987 | \$91 | 2009 | 4 | 2 | 1 | 70.0X110.0 | 2 Car G | N | 28 | List Price = \$245,088 |
| 11618 BALINTORE DRIVE # 2107 | 2199 | \$195,000 | \$89 | 2009 | 4 | 2 | 1 | | 2 Car G | N | 65 | List Price = \$195,000 |
| Averages: | 2474 | \$216,030 | \$87 | 2008 | 4 | 2 | | | | | 40 | |

Subject Property Priced at average "Did Pay" Price: \$218,409

| \$ Buyers Refused to Pay | | | | | | | | | | | | |
|--------------------------|----------------|--------------|----------|------------|------|-------|------------|---------------|---------|------|----------------|------------------------|
| Comparable Addresses | Square Footage | Listed Price | \$/Sq.ft | Year Built | Beds | Baths | Half Baths | Property Size | Garage | Pool | Days On Market | Competitive Advantages |
| 10725 BANFIELD DR | 2429 | \$285,500 | \$118 | 2003 | 4 | 2 | 1 | 61X111 | 2 Car G | N | 218 | |
| 10708 BANFIELD DR | 2427 | \$175,000 | \$72 | 2003 | 3 | 2 | 1 | | 2 Car G | Y | 275 | |
| 12207 ADVENTURE DR | 2181 | \$200,000 | \$92 | 2005 | 3 | 2 | | 52x112 | 2 Car G | N | 312 | |
| 11014 WILDCAT DR | 2740 | \$245,900 | \$90 | 2005 | 4 | 3 | | 70X110' | 2 Car G | N | 364 | |
| 11442 WESTON COURSE LP | 2357 | \$150,000 | \$64 | 2006 | 4 | 2 | 1 | 50x110 | 2 Car G | N | 181 | |
| Averages: | 2427 | \$211,280 | \$87 | 2004 | 4 | 2 | | | | | 270 | |

Subject Property Priced at average "Refused to Pay" Price: \$217,365

Regardless of the price I choose, I acknowledge that this SPA has been explained to me:

| Competing Price Range: | \$175 | to | \$285 | Description of Market Used | | |
|--|-------|----|-------|----------------------------|--------------------------------------|------|
| # Competing homes on the Market in the range: | | | | 235 | Riverview, Apollo Beach, & Gibsonton | Date |
| # Homes SOLD in the range in the last 6 months: | | | | 265 | | |
| Avg sold per Mo. | | | | 44.2 | | |
| Backlog in Range (in months): | | | | 5.3 | | |
| # Competing homes in the neighborhood: | | | | 50 | Panther Trace | Date |
| # Homes SOLD in the neighborhood in the last 6 months: | | | | 60 | | |
| Avg sold per Mo. | | | | 10.0 | | |
| Backlog in Neighborhood (in months): | | | | 5.0 | | |

Square Foot Size Range Unsed as Initial Search Criteria **2,000** to **3000**