Comparative Market Analysis (CMA)

Property information

Property address:

Property type:

Prepared for:

Date of analysis:

Prepared by:

Executive summary

Estimated fair market value range

- Low:
- Mid:
- High:

Recommended pricing / offer strategy

- Primary recommendation:
- Backup plan (if conditions change):

Why this range works

- Comp quality:
- Market speed / demand:
- Active competition:

Next step

- Recommended action:

Subject property overview

Property details

- Address:
- Property type:
- Living area (sq ft):
- Bedrooms / bathrooms:
- Lot size:
- Year built:

Condition and features

- Overall condition:
- Key upgrades or renovations:
- Known limitations or risks:

Location context

- Neighborhood / submarket:
- School zone / amenities:
- Location factors affecting value:

Comparable sales

Comp	Address	Sale price	Sale date	Size	Key differences
Comp 1					
Comp 2					
Comp 3					

- Selection notes:
- Excluded or outlier properties:

Active listings and competition

Current active listings

- Number of competing listings:
- Price range of active listings:
- Average days on market:

Competitive position

- How the subject property compares to actives:

Key takeaways

- Pricing pressure:
- Risk of overpricing:

Adjustment data

Adjustments applied

- Size adjustments:
- Condition or upgrade adjustments:
- Location-based adjustments:
- Market timing adjustments:

Adjustment notes

- Major value drivers:
- Assumptions used:

Housing market pulse

Market indicators

- Average days on market:
- Sale-to-list ratio:

Price trend (rising / flat / declining):

- Inventory level:

Buyer behavior signals

- Frequency of price reductions:
- Negotiation strength:

Market stance

- Buyer’s / balanced / seller’s market:

Estimated value of the property

Value range conclusion

- Supported lower bound:
- Supported upper bound:

Confidence level

- Comp reliability:
- Market volatility:

Final recommendation

- Suggested list or offer price:
- Conditions required for top-of-range pricing: