

Comparative Market Analysis



1647 Hopyard Rd
Pleasanton, CA 94566

Mr. & Mrs. Seller

MAY 3, 2021

Mary Jones | maryjones@nexthome.com



May 03, 2021

Dear Mr. & Mrs. Seller,

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,

Mary Jones



Welcome Home

NextHome: Next-Level Real Estate for You



NextHome is a real estate company for the future—for your future, your family.

Our passion is in redefining the real estate experience in ways that recognize and prioritize the human relationships that are ultimately at the heart of every transaction.



Our deeply connected community of thousands of agents share a commitment to **humans over houses**, to next-generation branding, technology, and tools—always aiming to better serve people. By this we mean people like you, who are not only looking to sell your home, but are looking to do so with the greatest ease and trust in the experts you choose to work with.

We at NextHome have always been about innovation, about maximizing market exposure and value as much as understanding what makes your prospective buyers happy (or look twice at our lawn signs). Credit here to our very good dog Luke, beloved NextHome mascot, friend, and companion.

You'll see we're trained to do things a little differently. This was our mission when we launched NextHome in 2014, what established us so quickly as an industry leader. We recognized, and are every day delivering on, what was ripe for reinvention in real estate.

Luke is just one aspect of a 360-degree identity, advertising, and marketing suite we developed with Pentagram, the world's largest independent design consultancy—dedicated to achieving the best price and the best experience in the sale of your home. We are honored with the No. 1 standing in owner satisfaction among franchises nationwide.



EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED.

The NextHome Experience

Your Home, Our Approach



We proudly invite you and your home into our community.

We are a national network of innovators and collaborators, committed to elevating the highly personalized, highly specialized sale of your home.



NextHome recognizes the profound need for a real estate experience that's responsive to today. We've built our whole business around connection, around the many ways we find each other—and find our ways home.

Our highly trained agents rank in the top percentile in the nation in closing more deals, securing new strategies for success in a field that includes established corporate giants.

When you work with us, you're working with an industry leader in one-on-one service, strategy, best-practice marketing, and proprietary technology.

You have a world-class expert and advocate by your side, who knows every nuance of the market and will help you navigate to your advantage at every stage of the home-selling process.

You also have someone who, above all, shares an appreciation of your partnership in one of life's most valuable and significant transactions.



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Applying Technology to Showcase Your Home

Connection Begins With Storytelling



We are at the top of the tech game, in a world where technology attracts top buyers to your home for top value.

Our deep roots and recognition in innovation allow us to uniquely position your home, with a dedicated place on the internet to meet those searching right where their search begins.



Presenting your home across platforms to convert digital appeal into real-world offers is built into the NextHome DNA.

We create an online presence that tells the most engaging, most enticing story of your home. We engage a full range of best-in-class digital and interactive tools, creating an all-in-one narrative that allows potential buyers to see your property at its finest and really imagine what it would be like to live there.

This is how we believe technology is best deployed: to maximize human efficiency, attraction, connection, and ultimately, the most effective factors in selling your home.



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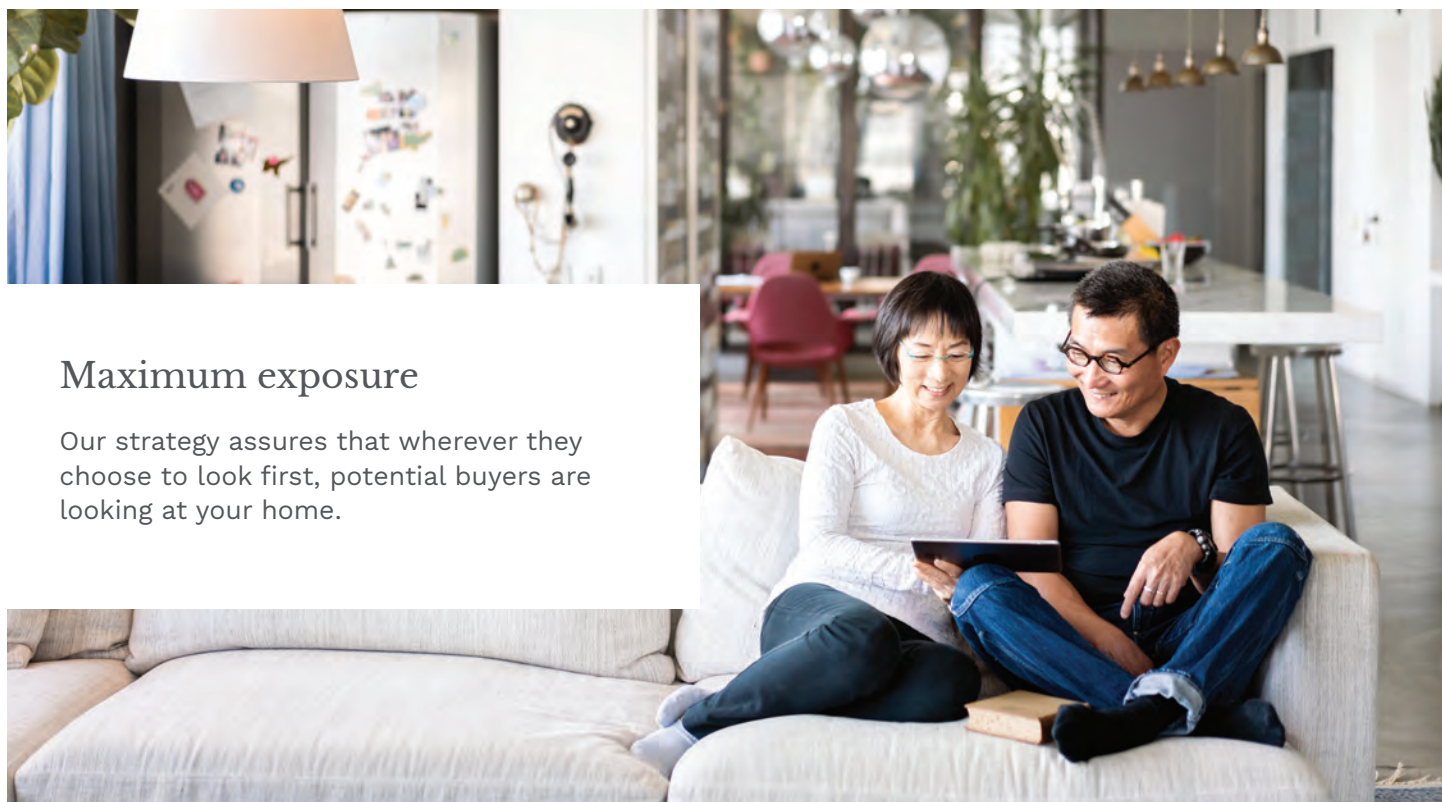
Making Online Search Real

We Convert Internet Interest Into Solid Sales



True to the way we shop today, the search for a new home begins online.

Our data points show engaged homebuyers use the Internet to preview and research properties—by city, neighborhood, general price.



Maximum exposure

Our strategy assures that wherever they choose to look first, potential buyers are looking at your home.

This is what inspires them to then want to meet the property properly: walk through, get a sense of the lifestyle it offers, imagine what it would be like to call it home.

NextHome agents apply our proprietary platform and other tools to unite the invaluable in-person showings with cutting-edge search and customization.

We take care of the tech: scheduling, distributing, and showing information widely and smartly across hundreds of national websites. We secure a high-profile place for your home in top real estate search, including Zillow.com, Trulia.com, Realtor.com, and Yahoo.com.



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Sweeping the Nation

Enjoy the Online Reach Of National Listing Distribution



We display your home on hundreds of national websites, searched every day by millions of potential buyers.

They're intent on finding their next home, and we're intent on making that match.

The power of our National Listing Distribution program syndicates your home with unparalleled exposure to the key real estate websites, presented with the best opportunity to sell for the highest price:



36M

Estimated unique
monthly visitors



20M

estimated unique
monthly visitors



23M

Estimated unique
monthly visitors



18M

Estimated unique
monthly visitors



5M

Estimated unique
monthly visitors

Statista.com

- streeteasy.com
- cnn.com
- fortune.com
- getmlsinfo.com
- money.com
- homesseekerusa.com
- myareanetwork.com
- searchusmls.com
- comcast.com
- sfexaminer.com
- opinion-tribune.com
- thetimesherald.com
- miamiherald.com
- chicagotribune.com
- herald-progress.com
- directhomes.com
- losangelestimes.com
- delawareonline.com
- dailyregister.com
- azcentral.com
- baltimoresun.com
- startelegram.com
- elsberrydemocrat.com
- heraldchronicle.com
- hdhomes.com
- thesunchronicle.com
- commercecitysentinel.com
- eveningtribune.com
- dailypress.com
- and hundreds more



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The Real-Time Report

We Keep You Updated On Listing Activity



Strategic Marketing = Results Marketing

With the search beginning online and homebuyers spending an average of ten weeks looking for their perfect home, we know how and when, where and why to best capture and convert their attention toward your home.



Once we've featured your home across hundreds of targeted sites, we keep you informed weekly of the traffic results and other data. We show you the trends, sites being used, and help you gauge the level of interest during our marketing campaign so we can together make informed decisions and adjust strategy.

The Internet (**87%**) and your Real Estate Agent (**78%**) are the top two most useful information sources for homebuyers.

*2020 National Association of Realtors Profile of Homebuyers and Sellers



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The Home Valuation Process

Every Consideration to Find You the Right Asking Price



How much can we ask for my home?

We know this is your ultimate question; we're here to find you the answer.



Our process, with the greatest possible precision and customization, considers the full range of factors—local to global, economic to social, buyer interest to interest rates—to arrive at the most accurate market valuation.

Comparative Market Analysis

We pride ourselves on being data people. At every opportunity, we collect, analyze, and appreciate data as further insight into how we can best serve human behavior, build relationships, and sell your home for the highest price possible.

The Comparative Market Analysis process (CMA) gives us a complete data portrait of your home, factoring in everything from related recent sales to buyer trends, location to competition. We approach the CMA by translating and applying the figures we discover into particular actions toward properly evaluating your home—and how to make it stand out in the field of properties competing with yours.

Influencing Factors

Of course, a complicated matrix of factors beyond numbers influence buyers on their willingness to make an offer and the price they're ready to pay for your home.

National and global considerations, like consumer confidence, the state of the economy, and interest rates, are important and out of an individual's control. Other predetermined factors include the location, size, and features of the home, the school district, commute time, and transportation.

We research and respect the factors we can't control so we come in optimally equipped to leverage those we can.

Marketing Strategy

How and where you tell the story of your home can also make all the difference in its valuation. **The NextHome marketing, advertising, and design program is world-class.** We create a suite of assets that includes a standalone website, digital storybooks, professional photography, high-end print materials, and more—all dedicated to amplifying the value of your home to buyers.



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NextHome Valuation Pricing

Anticipating the Subtleties of Buyer, Market, Timing



Now equipped with the full CMA information set, study of factors, and marketing strategy, it's time to pinpoint your price.

This is one of the most important and most challenging steps in the selling process. It's not just what to ask, but when to ask it—as timing is crucial in terms of anticipating market and buyer reception.

If your home is priced above current market value, prospective buyers may turn away or lose interest based on price alone, without exploring further. If what you're asking is below market value, you risk starting the negotiations too low and could ultimately be leaving money on the table. Finding the right price exposes your home to the greatest number of potential buyers and the most beneficial sale.

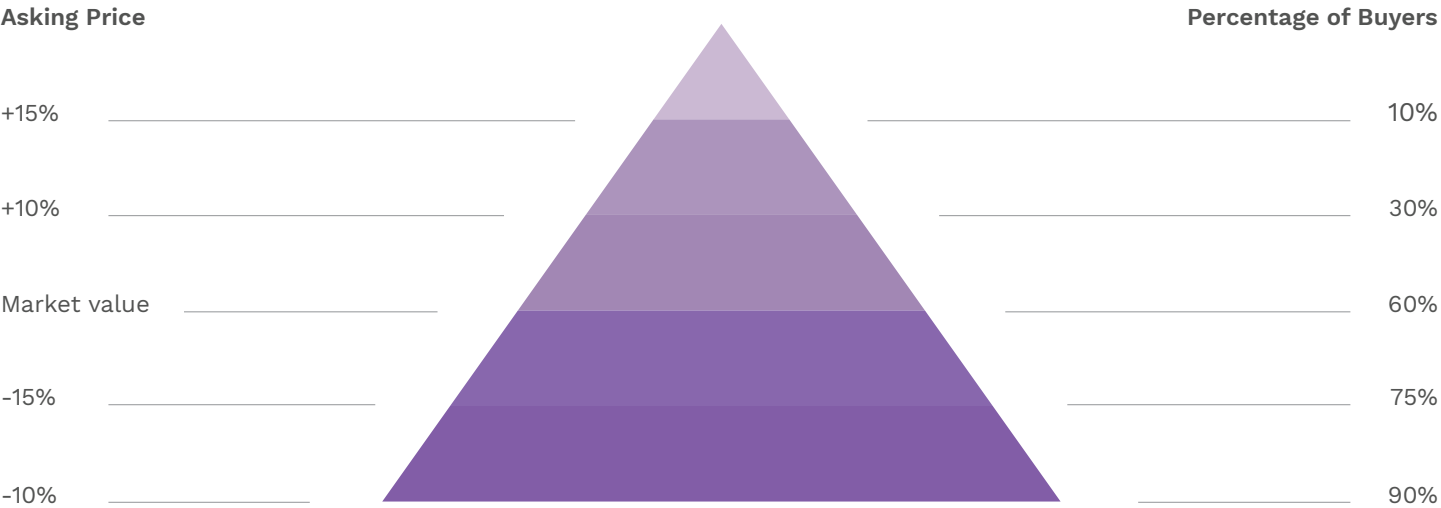


Figure 1 - Percentage of Buyers by Asking Price



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NextHome Valuation Pricing

Anticipating the Subtleties of Buyer, Market, Timing

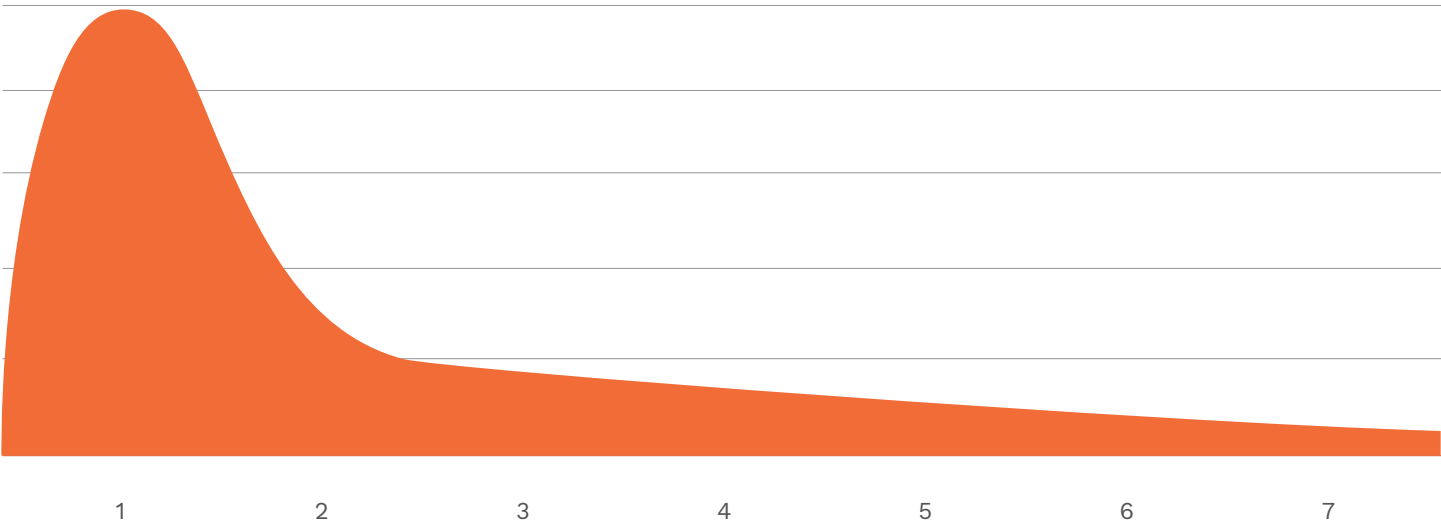


We work with you to ensure that the right price intersects with the right time for the market.

Your property will attract the most attention, excitement, and interest when we first list it. Like a movie premiere or the unveiling of the latest sports car, we're all drawn to what's new, a find, a discovery. Real estate data strongly supports the same.

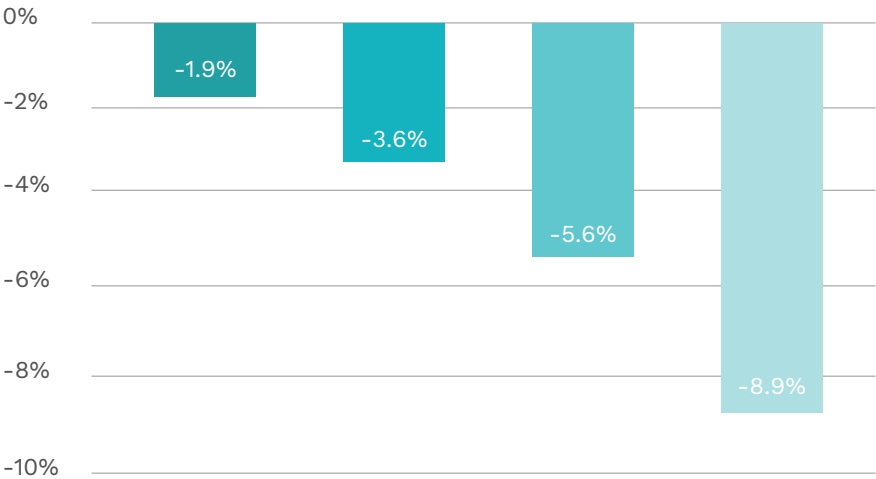
We are committed to the right pricing and marketing strategy from the moment of listing to capitalize on this peak period—positioning your home to generate the level of interest needed to sell for the highest amount possible.

Activity



Weeks on the Market

Figure 2 - Activity versus Timing



Weeks on the Market

Figure 3 - Market Value



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NextHome to Closing

We Start-to-Finish Manage Your Home-Selling Process



1

Strategic Plan

- ✓ Review market conditions
- ✓ Identify and analyze likely buyer profiles
- ✓ Outline custom marketing plan
- ✓ Determine pricing strategy
- ✓ Set listing timeline

2

Preparation

- ✓ Prepare home for marketing and showings
- ✓ Fulfill pre-listing inspections
- ✓ Shoot photos and video/3D home tour
- ✓ Create marketing materials
- ✓ Complete disclosure package

3

Marketing

- ✓ Install signage
- ✓ Submit listing for national distribution
- ✓ Launch website, video/3D home tour, photography, and all online marketing
- ✓ Send open house syndication and invitations
- ✓ Initiate direct, email, and social media marketing campaigns

4

Showings

- ✓ Set up home prior to each showing
- ✓ Lead broker tours
- ✓ Host open houses, virtual and private showings

5

Offers

- ✓ Review buyer financial qualifications
- ✓ Consider offer terms
- ✓ Direct negotiations, counters, and addendums
- ✓ Accept offers
- ✓ Provide buyer disclosure packages

6

Under Contract

- ✓ Manage buyer's good-faith deposit
- ✓ Lead preliminary title report and documentation review
- ✓ Create contract and closing timeline
- ✓ Facilitate home buyer's inspections
- ✓ Coordinate appraisal visit
- ✓ Communicate with buyer's lender to ensure proper closing time
- ✓ Complete signed disclosures
- ✓ Finalize additional negotiations and terms

7

Closing

- ✓ Review and sign closing documents
- ✓ Clean and move property for transfer
- ✓ Finalize loan funding and cash deposits
- ✓ Record closing
- ✓ Transfer proceeds to you, the seller



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Enter Stage Right

Set Your Home Up to Sell Faster and For a Higher Price



Professional staging services are like a makeover stylist for your home.

The difference an expert can make is remarkable in transforming the comfortable, relaxing space so very much yours into a more formal, more neutral show environment that attracts a wide range of buyers and stands apart from the competition. Staged homes, in any type of market, sell faster and for more money.

We know you already have a lot to do in preparing your home and family for a move. We can help, with the option of hiring an Accredited Staging Professional (ASP) and other specialists on call for

partial to full staging services, maintenance and repairs, landscaping and interiors, lighting and styling, to take that part of the process out of your hands.



According to the International Association of Home Staging Professionals latest report:

70%

of professionally-staged homes sell within 14 days

Professionally-staged homes sell

30 times faster

than non-staged



Before



After



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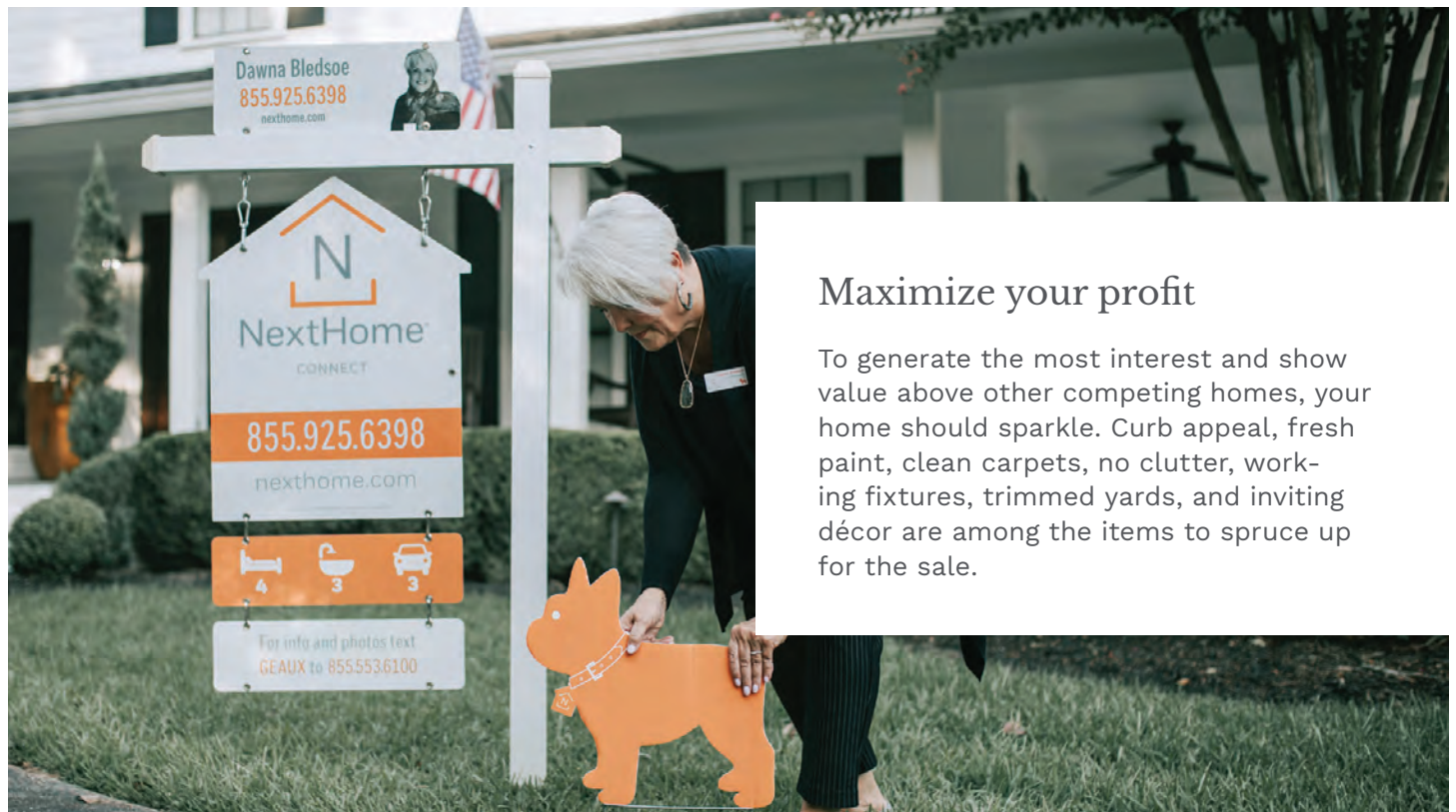
First Impressions Last

Buyer Perception Impacts Value



Home shopping is visual and emotional.

Buyers are, of course, searching for practical considerations like number of bedrooms and price. But NextHome knows that every buyer's ultimate goal is a place to build a life, a family, and memories.



Maximize your profit

To generate the most interest and show value above other competing homes, your home should sparkle. Curb appeal, fresh paint, clean carpets, no clutter, working fixtures, trimmed yards, and inviting décor are among the items to spruce up for the sale.

Present your home the right way, and the opportunities for this sense of connection present themselves with every buyer interaction: from an original online search to overall property experience, from the street view to the backyard, the doorbell to the bluebells, and every detail in between.

Initially, buyers will focus on the property's features, cleanliness, and condition. Next they will begin to hone in on the details, specific parts of the exterior, interior, yard, and more.

Most important, buyers will look at an average of 10 or more homes during the process—meaning they're comparative shopping, weighing the features and condition, price, and sense of connection with your home against your competition.

It's the presentation of your home that determines the relative value they'll attach to it compared with other properties they've seen. It's worth it to make sure this place you live and love shines for them as well, with fresh paint, clean carpets, working fixtures, trimmed yards, and inviting décor.



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Best Space Forward: A Checklist

We Help You Mark It Off



An investment in the preparation and appearance of your home is a direct investment in the maximum price you can get for it in today's market.

NextHome is here to support and advise you in the process, from mapping out priorities and timelines to connecting you with our invaluable network of contractors and any other professional you might seek.

The showings will go on! And before they do, we're pleased to share our proven list of preparations to consider that increase value. Some are tiny, some more substantive. Start now and accomplish a little every day so you're ready with the warmest welcome.

Increase Curb Appeal

- Mow lawn
- Trim shrubs
- Edge gardens and walkways
- Weed and mulch, fill in bare spots with plantings (add color too)
- Sweep walkways and driveway, remove branches, litter or toys
- Remove mildew or moss from walls or walks with bleach and water or other cleaner
- Remove driveway marks
- Stack woodpile neatly
- Clean and repair patio and deck area, outdoor furniture
- Clean pool or spa
- Check for flat-fitting roof shingles
- Repair broken windows and shutters, make sure frames and seams have solid caulking, replace torn screens
- Power wash exterior wood and trim, replace damaged bricks or wood
- Touch up exterior paint, repair gutters and eaves
- Clean and remove rust from any window air-conditioning units
- Paint the front door and mailbox
- Add a new front door mat and consider a seasonal door decoration
- Shine brass hardware on front door, outside lighting fixtures, etc.
- Test doorbell, repair if necessary

Update Interiors - Overall

- Pick up toys, papers, especially on floors and stairs
- Add a fresh coat of paint in light, neutral colors
- Shampoo carpeting, replace if necessary
- Clean and wax hardwood floors, refinish if necessary
- Clean and wash kitchen and bathroom floors
- Wash all windows and sills, vacuum blinds
- Clean the fireplace
- Clean out and organize closets, add extra space by packing clothes and items you won't need again until after you've moved
- Remove extra furniture, worn rugs, and items you don't use
- Test for and repair: loose doorknobs, cracked molding, leaking taps and toilets, squeaky doors, closets or screen doors sticking or off their tracks
- Add dishes of potpourri, or a drop of vanilla or essential oil on light bulbs for scent
- Secure jewelry, cash, and other valuables

The Living Room

- Make it cozy and inviting
- Store or discard chipped or worn furniture and rugs
- Make sure light bulbs work in all lamps, warmer than overhead lighting
- Minimize and/or dust objects out on coffee or end tables



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Best Space Forward: A Checklist

Continued



The Dining Room

- Polish any visible silver and crystal
- Set the table, put candles in holders, to help viewers imagine entertaining here

The Kitchen

- Clean appliances inside and out
- Clean often-forgotten spots on top of refrigerator and under sink, outlets and cords
- Make sure appliances are in perfect working order
- Wax or sponge floor to shine, clean baseboards
- Unclutter all counter space, remove countertop appliances
- Organize items inside cabinets, pre-pack anything you won't be using before you move

The Bathrooms

- Remove all rust and mildew
- Clean tiles, fixtures, shower doors to shine
- Make sure all fixtures are in good repair
- Replace loose caulking or grout
- Make sure lighting is bright but soft

The Garage

- Sell, give away, or throw out unnecessary items
- Tidy storage and work areas
- Clean any oil from cement floor
- Provide strong overhead light

The Basement

- Sell, give away, or throw out unnecessary items
- Organize and create more floor space by hanging tools and placing items on shelves
- Clean water heater and drain sediment
- Change furnace filter
- Make inspection access easy
- Clean and paint concrete floor and walls
- Provide strong overhead light

The Attic

- Tidy up by discarding or pre-packing
- Make sure energy-saving insulation is apparent
- Make sure air vent is in working order
- Provide strong overhead light
- Leave a flashlight close by, in case buyers want to look at details or crawlspace

Cue for Showtime

- Make available your property profile folder, utility bills, MLS profile, house location survey, etc.
- Open all drapes and shades, turn on all lights
- Pick up toys and other clutter, check to make sure beds are made and clothes are put away
- Give the carpets a quick vacuuming
- Add some fresh flowers
- Towel dry kitchen and bathroom sinks and surfaces
- Open bathroom windows for fresh air
- Pop a spicy dessert (or just a pan of cinnamon) in the oven for aroma
- Turn off the TV and turn on music at a low volume
- Light a fire in the fireplace
- Put pets in the backyard or arrange for a friend to watch them
- Make sure pet areas are clean and odor-free
- Make sure all trash is disposed of in neatly covered bins
- Head out 10 or more minutes before the showtime for buyers to arrive and focus on the home



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We See How Social Your Buyer Is

So Much to Like: Social Media Connects People to Homes



In so many ways, social media is at the heart of our lives.

It's how and where we share interests and values, seek a sense of community, meet new people and places, and share our experiences.



Also, as you might imagine, our mascot Luke has become somewhat of a social media sensation, favorited and liked, sent and shared, leading scavenger hunts (and house hunts) by commanding cuteness and attention. This is a pup with the power to lead people to their next home.

NextHome agents build their business around community and know what a vital role shared social networks play in connecting real estate buyers with the opinions—and properties—they seek. Nearly 3.6 billion people worldwide are active on social media and are more likely to make a purchase based on

the reviews, interests, and discoveries of people within their spheres.

Our deep data and research at the intersection of social media and real estate makes it easy for buyers to find—and then share—your home with the people they love and trust with the biggest decisions in their lives.

We will work with you to develop a custom social media plan that reaches people where they're reaching out to each other.

74%

of consumers rely on social media to make a purchasing decision

46%

of online adults now use two or more social media sites.

77%

of Facebook users engage daily.

(Pew Research Center & We Are Social Media)



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Close to Home: Our Nextdoor Neighbor

We Reach Your Most Local Lookers



Your most promising prospective buyer is often someone who's looking near you.

Think of the NextHome partnership with Nextdoor.com as a zipline to those who already know they're interested in your zip code.



The National Listing Syndication we offer presents your home to those searching across the country. **Then we bring it home for you with exposure on Nextdoor, the neighborhood-centric social media platform.** Here's where insider-knowledge lives—the most valued source for local information and recommendations, schools to veterinary clinics, parks to parking, restaurants to, of course, real estate.

It's where people gather for community and sharing. When they see your home is for sale, they can be the trusted neighbor who sends it to friends and family looking to move to the area.

As in real life, our NextHome agents have unmatched expertise in their Nextdoor neighborhoods, with knowledge of culture and sports events, schools, contractors, businesses and more, to meet people where they're looking, answer questions where they're inquiring—and introduce them to your home.



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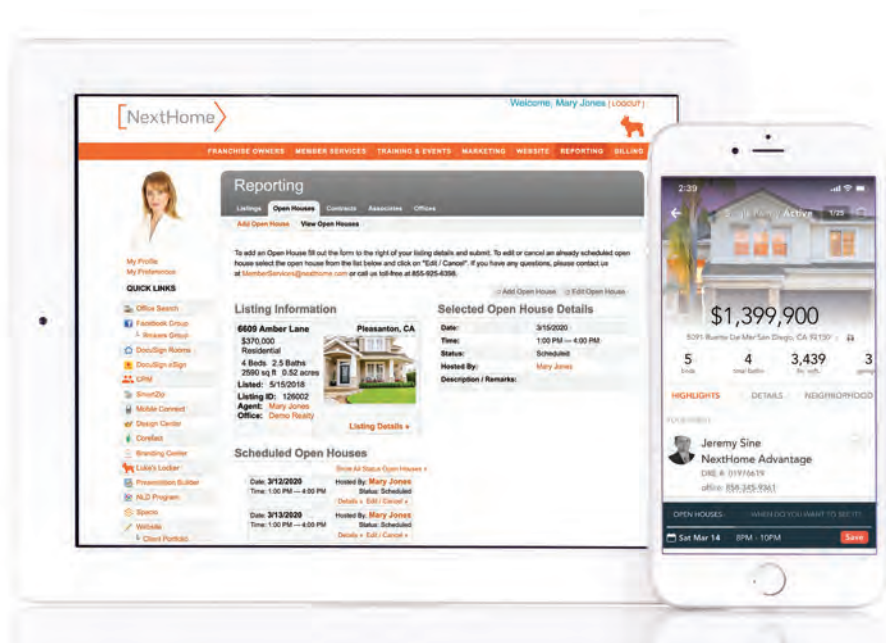
Opening Up the Open House

Syndication Summons Your Guests



There's nothing like an actual visit to make someone's day—and decision—about wanting to buy your home.

According to the National Association of REALTORS®, open houses follow only the Internet and real estate agents as the way buyers found the homes they went on to purchase.



We syndicate your open house information to hundreds of websites to attract and invite the people who have maybe only begun their search online. From there, most potential buyers know better than to make such a major investment sight unseen.

NextHome agents apply the platform we built in-house to unite cutting-edge digital search and customization capacity with guests to your open house in real life. We take care of the tech so

you don't have to: scheduling, distributing and showing information widely and smartly across websites; and securing a high-profile place for your showings.

There's also the real-world attraction and appeal of an open-house weekend in your neighborhood when a cute French bulldog on the block might catch someone's eye and lead the way to your home.



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Hosting the NextHome Way

We'll Make Yours An Open House Most Memorable



A well-executed open house opens up buyers' real-world imaginings of a life in your home.

NextHome agents are standout hosts—as well as experienced producers and seamless technologists—for these all-important in-person or virtual events. We are committed to creating a memorable and modern experience for potential buyers who view your home, with the utmost respect for their time and yours toward an eventual sale.



Our agents bring people into your space with generosity, discretion and smarts, recognizing and doing our best to minimize every inconvenience that comes with inviting others into your home.

This includes Spacio, the digital platform that invites guests to sign in—and allows us to analyze relevant information on them and form educated

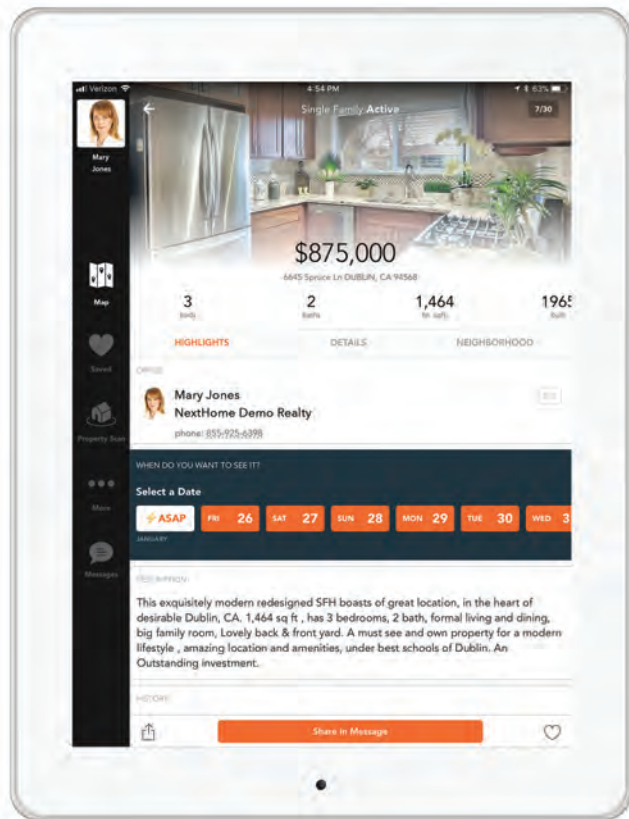
insights on the audiences we're reaching, how showings are performing, and determining next steps. From here we can view key metrics that allow us to follow up with most interested parties to **keep your home front and center with visitors** well after they leave the open house.



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The Modern Search Experience

Our Mobile Connect Reaches Buyers 24/7



Mobile now accounts for 61% of all traffic to real estate sites. NextHome maximizes this fastest-growing market segment by putting your property within reach of buyers at all times.

Even when the search starts on a computer, homebuyers will then get into their cars to personally check out homes and neighborhoods, to drive by signs, and look up information. Our branded smartphone app, Mobile Connect, assures that your home is in the car with them, when they need it.

Your yard sign is a smart one. It features a proprietary Mobile Connect rider that contains drive-by absorbed instructions for buyers to find out more about your home, when they're actively and visually engaged in real time.

By sending a quick text and downloading our app, they can access your property details and photos, message us with any questions, and schedule a tour, right from their phone. We, of course, capture all of these leads and follow up for maximum conversion to home viewings.



NextHome's Mobile Connect. Just another way we bridge the online and offline homebuyer experience.



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Video Tours Are Vital

The Age of Real Estate In Motion



If ever there were an industry that optimizes what video can deliver, it's real estate.

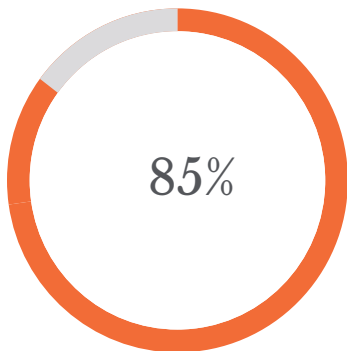
The NextHome online strategy speaks to this—and the fact that homebuyers search for listings with video four times more than without.

We are highly attuned to this power, as well as maximizing the full experience of and exposure for your home. We will work with you to find the optimum balance between viewings onsite and off—through video and other digital media.

Video creates a sense of being there until you can be there, of showing a home before you can show it.

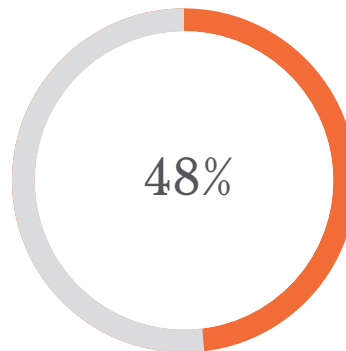
Our network of talent is vast and varied. We can find and engage a custom team of professionals—videographers, editors, and stylists—who best match your sensibilities to create start-to-finish video tours that inspire potential buyers to take the next step and come see for themselves.

Video Usage for Consumers



More likely to purchase after watching a video

(Marketing Dive)



Of the top 50 most-shared pieces of content on social media were video.

(Moz)



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The Marketing Map

Time To Tell the Story of Your Home



1

First Steps

- ✓ Complete home preparation and offer staging services
- ✓ Prepare and review all disclosures
- ✓ Create home package (disclosures, reports, property and neighborhood profile) to keep on site for buyers
- ✓ Assign and shoot professional photography of home and neighborhood
- ✓ Film and produce custom video/3D home tour
- ✓ Write property description, highlights, features, facts, for use in all online and print marketing materials
- ✓ Prepare disclosure package for buyers and agents
- ✓ Prepare seller's estimated closing proceeds sheet

3

First Two Weeks Listed

- ✓ Enter into the multiple listing services system
- ✓ Enter into NextHome's National Listing Distribution program to display your home on hundreds of websites
- ✓ Post new listing marketing on social media channels
- ✓ Host first broker's tour
- ✓ Host first weekend open house
- ✓ Follow up on buyer calls, emails, text messages, and showing requests
- ✓ Host wine and cheese evening open house
- ✓ Host virtual and private showings as requested by buyers and agents
- ✓ Host second broker's tour
- ✓ Host second weekend open house

2

Pre-Listing Preparation

- ✓ Create professionally designed and printed brochures
- ✓ Create and mail just-listed postcards
- ✓ Book, create and submit print advertisements
- ✓ Create a custom property website and digital storybook
- ✓ Install listing signage
- ✓ Set up Mobile Connect marketing program
- ✓ Email property information to agent networks
- ✓ Send preview invitation to local network of agents
- ✓ Deliver letter and open home invitation to neighbors

4

Next 30 Days

- ✓ Analyze traffic results of the National Listing Distribution exposure
- ✓ Continue virtual/private showings and open houses until pending
- ✓ Provide updates on buyer and agent responses from showings/open houses
- ✓ Review market conditions, changes, and price position
- ✓ Qualify interested buyers and prepare presentation of any offers



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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 determine the value of that home with the sale price. That price then becomes a benchmark for other similar homes, 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 value because a larger home is built using more materials, and gives the homeowner more usable space. And a larger lot size could mean more privacy than a smaller one.

Number of bedrooms and baths

Additional bedrooms and bathrooms raise the value of a home compared to similar homes that do not have those rooms.

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 as purchasers' factor in the cost of updating and eventually replacing appliances and systems.

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, paint colors, or the overall taste of the homeowner.



Who's Your Buyer?

We Understand How, Where, What Do They Look For In A Home

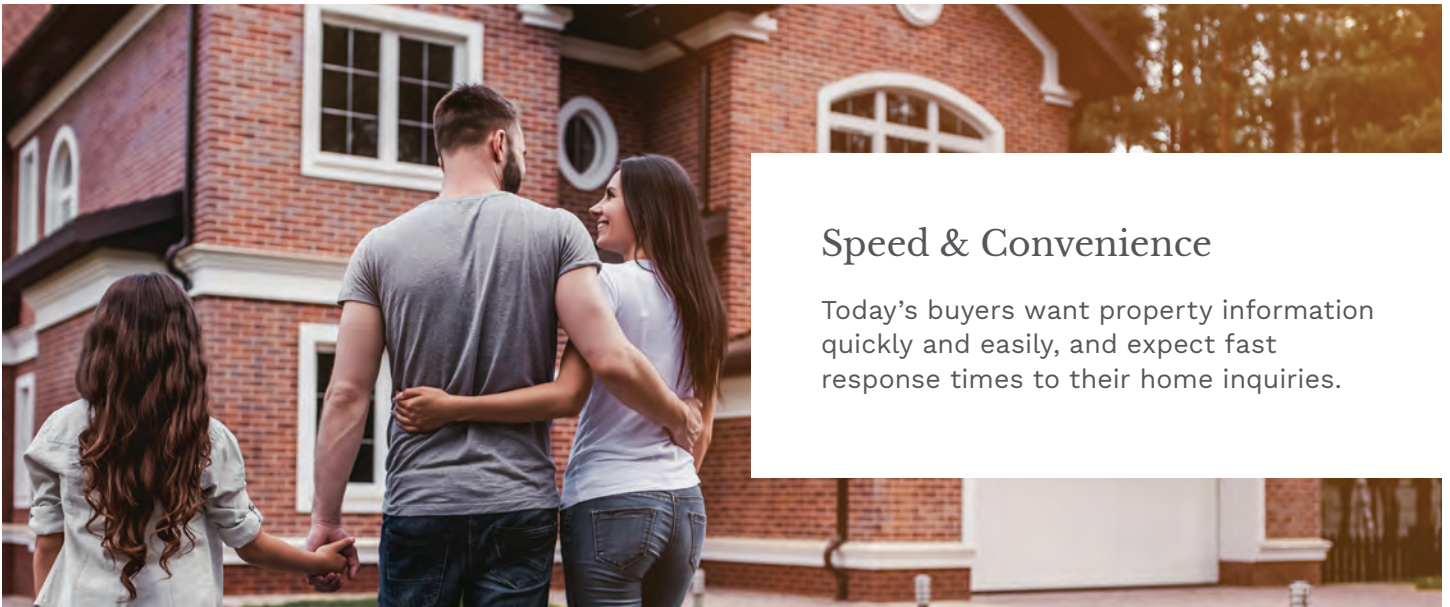


In order to reach the best buyer for you, we're continually finding out exactly who they are.

Every day, NextHome is studying, learning, and adapting to meet prospective buyers where they live—so that this may be where you live now.

We look across generations and communities, practices and preferences, to know what today's buyers are looking for and how to best meet the ways they find and shop for real estate.

Current trends and demographics of today's homebuyers:



Speed & Convenience

Today's buyers want property information quickly and easily, and expect fast response times to their home inquiries.

First-time buyers made up 31% of all home buyers

The typical buyer was 47 years old, the median household income was over \$95,000

62% of recent buyers were married couples, 19% were single females

81% of buyers purchased detached single-family homes, 7% of buyers chose townhomes

83% of buyers consider environmentally-friendly features very important

Today, Real Estate Agents, 33% and the Internet, 43% are the source for where buyers found the home they purchased.

(National Association of REALTORS®, 2020 Profile of Home Buyers and Sellers)



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The Home They Seek

Understanding Different Buyers, Different Priorities



We as real estate agents are used to meeting people who have done their research.



The way we all live our lives online has led to an exceptionally well-informed set of buyers. They come in with a clear sense of what they want, are tech-savvy, and demanding—and we like it this way.

They're enthusiastic and expect prompt and thorough responses to inquiries; we know to reply right away, to capitalize on their interest and expectations in service. They keep both immediate and extended family top-of-mind when buying a home; we know to offer properties and adaptations that allow multiple generations to live under one roof. They make financial decisions and move quickly; we know the value of preparing move-in-ready homes.

Across generations, many buyers have—by choice—adjusted their lifestyles to simpler means, are increasingly energy conscious, and consider these factors in the search for a new home:

Quality and cost of home

Quality and cost of neighborhood

Convenience to work/commute

Convenience to socializing, friends, family

Convenience to services, stores, health facilities, outdoor spaces

Landscaping for energy conservation

Environmentally-friendly community features



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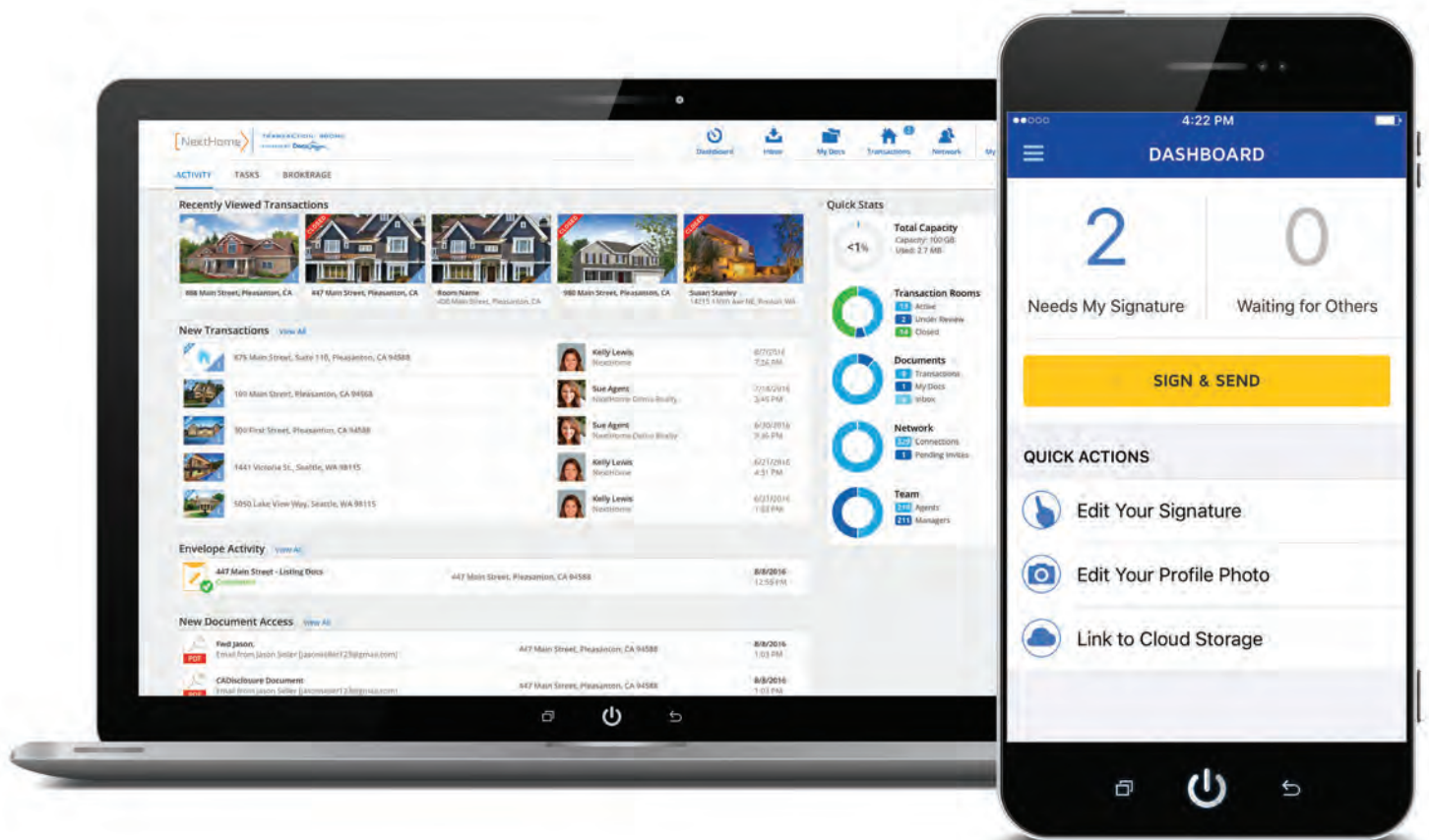
(Paper)less Is More

A Stress-Free Mobile Experience On Your Own Time



We've worked hard on implementing technology to keep paperwork, hassles, and delays out of your hands.

Our tech innovation is always in service of making the real estate experience as easy as possible for everyone we collaborate with—first-time buyer to multiple-property investor, agent to seller—to navigate.



Our services optimize mobile and paperless options that meet you on your schedule, your life, during the selling process. Timing is crucial in your transaction, and the software, transaction management systems, e-signature platforms, and other easy, immediate technology we offer assures we're at a pace with the milestones we have to meet together.



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A Short Sale Defined

Who, What and Why



Short sales, often known as pre-foreclosure sales, occur when a home sells for less than the balance owed on the property.

When the costs of the sale—including the mortgage payoff, closing costs, repairs, commissions, etc.—will not be covered by the current value of the home, or what a buyer is willing to pay for it, the transaction will be “short” of the total finances needed.



In a short sale, the homeowner technically still owns the property but must get approval for the sale from any banks or debtors owed money that is secured against the property. The bank(s) must agree to take a loss and accept less money than owed by the seller at closing.

Many parties can be involved in a short sale including:

- Seller, or current owner of the home
- Lender(s), who hold(s) the mortgage or loan note(s) due on the property (there can be more than one lender involved if there is more than one loan on the property)
- CPA/professional tax accountant, who can help evaluate tax impact based on loan type and situation
- Loss mitigator, often a case manager and/or their team assigned by the bank to handle the process
- Possibly a buyer's agent, who will also assist in this process
- Title, escrow and/or attorneys helping handle the money transfers, final paperwork and other aspects of the transaction
- Buyer

A seller going through the short sale process must work with the bank in order to receive approval. A seller will be required to provide information showing their distress and need for a short sale option. Each bank will have different policies and processes that the seller, and REALTOR®, will work through together. Short sales typically require more time and patience to close but can be a good option for a homeowner needing to get out of a tough financial burden.

NextHome agents are skilled at guiding sellers through the process and helping them achieve the best possible outcome.



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Short Selling to Mitigate Losses

Loss mitigation is made up of two primary components:

- Limiting actual costs and expenses incurred by the lender on “at risk loans”
- Reducing the lenders exposure to risks that are tied to real estate ownership



Every lender or bank approaches loss mitigation with their own set of goals and priorities. Some will move aggressively to cut losses and limit risk by pushing short sale files to close quickly. Others will proceed with caution on short sales, placing higher priority on approving only the files with desperate financial circumstances. The timing and process depends on how a particular lender views their needs to mitigate losses.

In addition, each lender or bank has a different structure with varying policies and protocols. They may have departments, staff and third party companies assist in the management of short sales and foreclosures. You may be assigned one case manager, or end up working with multiple parties in a department of case managers. Each operation preference has advantages and disadvantages, but either way you will have to work with someone in a position of authority to determine the outcome of your short sale.



The Short Sale, Options

Who, What and Why



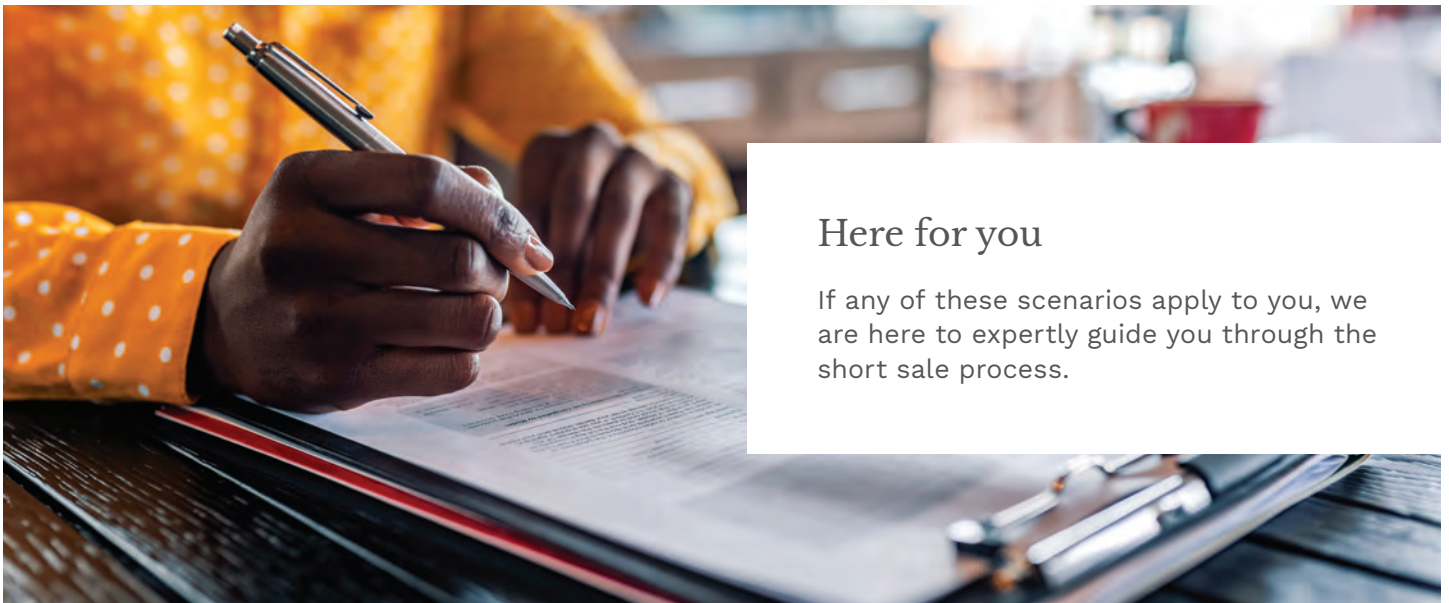
A short sale could be an alternative to prevent foreclosure if the seller:

- Cannot refinance or secure a loan modification on the mortgage
- Have lost a job or are facing long-term hardship
- Are, or may soon be, behind on mortgage payments
- Need to move or relocate and owe more than the home is worth
- Have been trying to sell the home at a price that covers what the seller owes but cannot find a buyer to pay that price point
- Can no longer afford the home

Advantages to short selling over foreclosure for both the homeowner and the bank:

- A foreclosure takes more time and requires a bank to follow long processes
- A bank has the benefit of a homeowner taking care of the property during the sale versus the full burden, and cost of maintenance
- Foreclosures can be more costly than a short sale
- Unlike a foreclosure, a short sale is considered a responsible choice by the seller and minimizes the impact on their credit score
- Short sales take more time than a regular transaction, but a buyer is more likely to remain throughout the sale because of the purchase price benefits

The bank will begin foreclosure proceedings if a seller defaults on mortgage payments or is not able to secure a modified loan, recover from the monies owed, or opt to short sell.



Here for you

If any of these scenarios apply to you, we are here to expertly guide you through the short sale process.



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Good, Dog(s)

More on Luke and Our Pet Cause



You've met Luke. Now meet our national charity partner, Canine Companions for Independence.



We at NextHome are all for the love of dog—and people, and giving back. So when we found a place where these passions intersect, often in the form of puppies, we knew we were in the right place, a very special organization to support.

The life-changing mission of Canine Companions for Independence is in providing highly-trained assistance dogs to help enhance the lives of children and adults (including veterans) with disabilities around the country, all free of charge. These are pups with a purpose! They've attended our NextHome events, and we've raised tens of thousands of dollars in support of the important work they do.

To us—in community, in business, in the work we love to do every day—it's always about the people. **This human connection is what we value most at NextHome,** so we committed to putting the power of our network behind a great cause and into our communities.

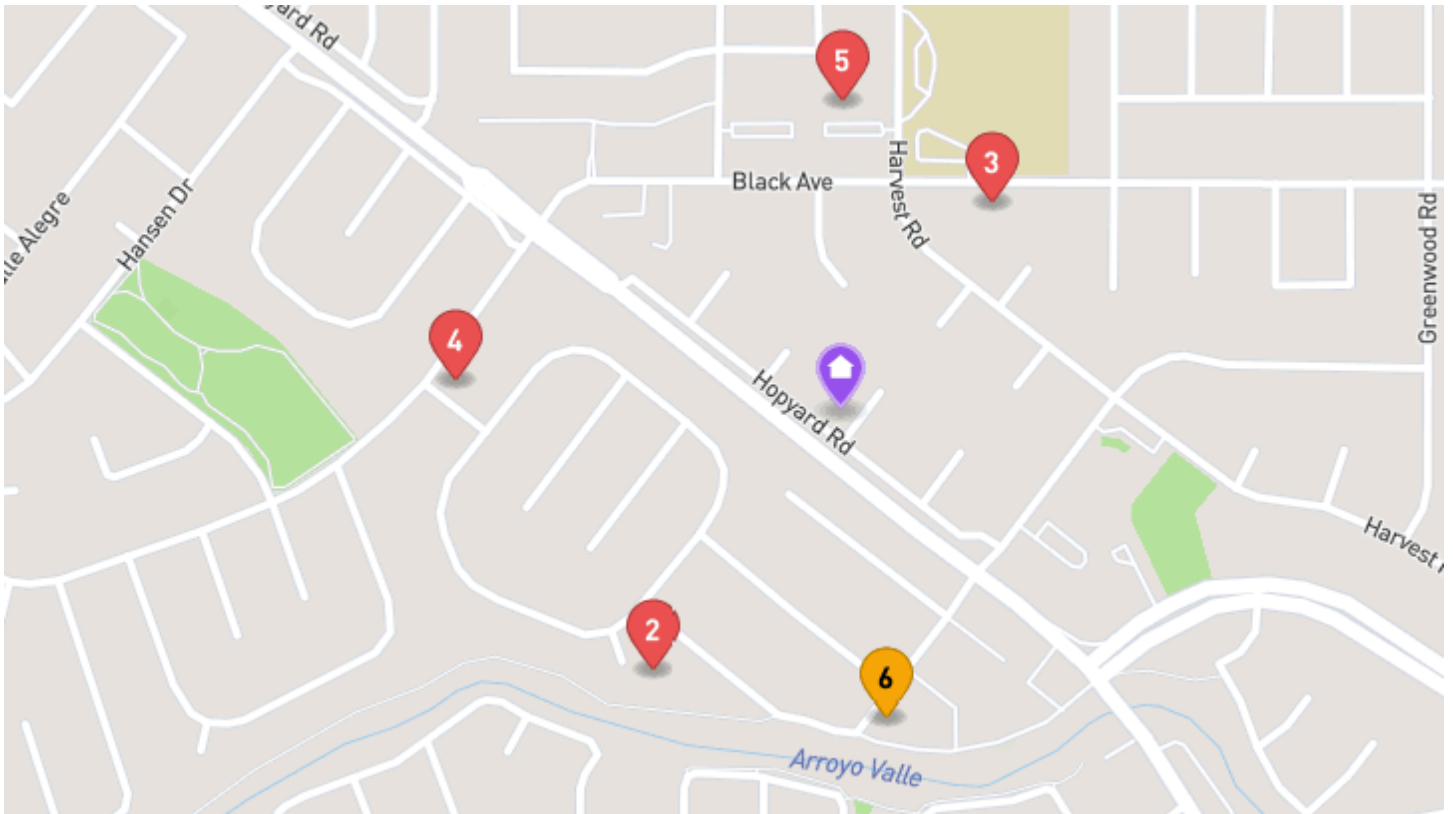
We're excited to find new ways for the generosity of our agents and brokers, friends and family, to help support the breeding, raising, and training of these superstar dogs, in service of superstar people.

And ultimately, to keep strengthening relationships and our ever-evolving ability to take care of, connect with, and appreciate each other in this world.



EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED.

Map of Comparable Listings



STATUS: S = SOLD P = PENDING

	MLS #	STATUS	ADDRESS	BEDS	BATHS	SQFT	LOT SIZE	PRICE
1	Subject		1647 Hopyard Rd	4	2.00	-	-	-
2	40934893	S	5548 Corte Del Cajon	4	2.50	2,124	8,863	\$1,690,000
3	40917698	S	5122 Black Ave	4	2.00	1,675	8,362	\$1,280,000
4	40924200	S	5586 Black	3	2.00	1,673	6,915	\$1,217,000
5	40933250	S	1832 Harvest Rd	2	2.00	1,471	2,496	\$870,000
6	40944157	P	5296 Golden Rd	3	2.00	1,224	1,722	\$839,000



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Summary of Comparable Properties



S SOLD LISTINGS

ADDRESS	SOLD DATE	BEDS	BATHS	SQFT	PRICE	\$/SQ.FT
5548 Corte Del Cajon	2/23/21	4	2.50	2,124	\$1,690,000	\$796
5122 Black Ave	10/8/20	4	2.00	1,675	\$1,280,000	\$764
5586 Black	11/13/20	3	2.00	1,673	\$1,217,000	\$727
1832 Harvest Rd	2/8/21	2	2.00	1,471	\$870,000	\$591
Averages				1,735	\$1,264,250	\$720

P PENDING LISTINGS

ADDRESS	SOLD DATE	BEDS	BATHS	SQFT	PRICE	\$/SQ.FT
5296 Golden Rd	-	3	2.00	1,224	\$839,000	\$685
Averages				1,224	\$839,000	\$685



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EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED

5548 Corte Del Cajon

Pleasanton, CA 94566

MLS #40934893

\$1,690,000

SOLD 2/23/21

4 Beds 2.50 Baths

Year Built 1971

2,124 Sq. Ft. (\$796 / sqft)

Days on market: 7



Details

Prop Type: Single Family Residence

County: Alameda

Area: Pleasanton - City

Subdivision: DEL PRADO

Style: ["Contemporary"]

Full baths: 2.0

Half baths: 1.0

Lot Size: 8,863.0

Garages: 2

List date: 1/20/21

Sold date: 2/23/21

Off-market date: 1/27/21

Updated: Feb 24, 2021 9:22 AM

List Price: \$1,499,000

Orig list price: \$1,499,000

School District:
Pleasanton (925)
462-5500

High: Pleasanton (925)
462-5500

Elementary: Pleasanton
(925) 462-5500

Features

Construction Status:
Existing

Cooling: Ceiling Fan(s),
Central 2 Or 2+ Zones A/C

Accessibility Features:
None

Additional Equipment:
Garage Door Opener,
Water Heater Gas,
Window Coverings

Exterior: Dual Pane
Windows, Stucco, Wood
Siding

Fireplaces: Brick, Family
Room, Gas Burning

Flooring: Laminate, Tile,
Carpet

Foundation: Crawl Space

Garage Parking: Attached
Garage, Int Access From
Garage, RV/Boat Parking,
Side Yard Access

Heating: Forced Air 2 Zns
or More

Kitchen Features: Counter
- Stone, Dishwasher,
Garbage Disposal,
Microwave, Range/Oven
Free Standing,
Refrigerator, Updated
Kitchen

Lot Description: Cul-De-
Sac, Level, Premium Lot,
Regular

Pool: In Ground, Fenced

Roof: Composition
Shingles



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EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED

Remarks

Newly Remodeled With So Many Beautiful Upgrades! Located on a premium cul-de-sac lot in the popular Del Prado neighborhood, within walking distance to Historic Downtown and parks, easy access to top Pleasanton schools and major commuter corridors. Brand new updates include remodeled Kitchen with Quartz counters and SS appliances, adjacent Family Room with gas fireplace, ceiling fan, and French doors. Separate Formal Living and Dining Rooms. Main Level Primary Bedroom Suite with remodeled Bath. Main level secondary Bedroom and remodeled half Bath. Upstairs features 2 additional comfortably sized Bedrooms and remodeled Bath. Additional upgrades include Pergo flooring, interior paint, updated lighting and window coverings, new Presidential roof, new Trane dual zone HVAC system, and much more. Large fenced Backyard includes gated access to new Pebble Tec pool, wide side yard with custom gate prepped for RV/Boat parking or possible in-law unit, covered patio, and fruit trees. No HOA dues.



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5548 Corte Del Cajon

Pleasanton, CA 94566

MLS #40934893

\$1,690,000

4 Beds 2.50 Baths

2,124 Sq. Ft. (\$796 / sqft)

SOLD 2/23/21

Year Built 1971

Days on market: 7



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EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED

5122 Black Ave Pleasanton, CA 94566

MLS #40917698

\$1,280,000

SOLD 10/8/20

4 Beds 2.00 Baths

1,675 Sq. Ft. (\$764 / sqft)

Year Built 1964

Days on market: 10



Details

Prop Type: Single Family Residence

County: Alameda

Area: Pleasanton - City

Subdivision: PLEASANTON VALLEY

Style: ["Ranch"]

Full baths: 2.0

Lot Size: 8,362.0

Garages: 2

List date: 8/27/20

Sold date: 10/8/20

Off-market date: 9/6/20

Updated: Oct 9, 2020 9:32 AM

List Price: \$1,220,000

Orig list price: \$1,220,000

Features

Construction Status: Existing

Cooling: Ceiling Fan(s), Central 1 Zone A/C

Additional Equipment: Garage Door Opener, Mirrored Closet Door(s), Water Filter System, Water Heater Gas, Window Coverings

Exterior: Dual Pane Windows, Stucco, Wood Siding

Fireplaces: None

Flooring: Engineered Wood, Hardwood Floors

Garage Parking: Attached Garage

Heating: Forced Air 1 Zone

Kitchen Features:

Breakfast Bar, Counter - Stone, Dishwasher, Gas Range/Cooktop, Pantry, Updated Kitchen

Lot Description: Level, Regular

Pool: None

Roof: Composition Shingles

Remarks

Pride and ownership at its finest! This beautiful Pleasanton Valley home is located in the #1 school district in



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Alameda county, near tranquil parks and historic Downtown. The kitchen comes equipped with granite countertops, solid wood cabinets, recessed lighting and a Puronics Whole House Water filtration system. Hardwood floors have been re-polished, guest & master bathroom and bedroom have been remodeled, updated crown molding throughout, new plantation shutters & mirrored closets in all 4 bedrooms are just a few of the things the owners have recently done inside to get the home ready for you. The serene, newly-fenced backyard has a tiled patio with pergola and is perfect for relaxing and entertaining with plenty of space for a pool. This single-story gem has been meticulously maintained and is ready for its new owner!



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5122 Black Ave Pleasanton, CA 94566

MLS #40917698

\$1,280,000

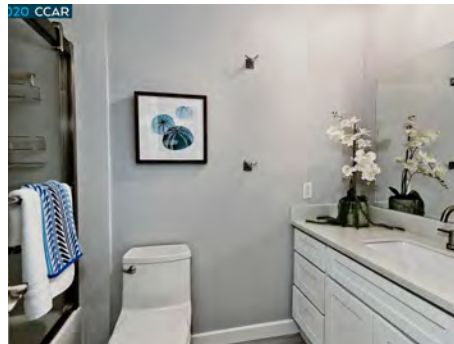
4 Beds 2.00 Baths

1,675 Sq. Ft. (\$764 / sqft)

Year Built 1964

Days on market: 10

SOLD 10/8/20



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EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED

5586 Black Pleasanton, CA 94566

MLS #40924200

\$1,217,000

SOLD 11/13/20

3 Beds 2.00 Baths

Year Built 1969

1,673 Sq. Ft. (\$727 / sqft)

Days on market: 8



Details

Prop Type: Single Family Residence

County: Alameda

Area: Pleasanton - City

Subdivision: PLEASANTON VALL

Style: ["Ranch"]

Full baths: 2.0

Lot Size: 6,915.0

Garages: 2

List date: 10/7/20

Sold date: 11/13/20

Off-market date: 10/15/20

Updated: Nov 17, 2020 11:37 AM

List Price: \$1,199,000

Orig list price: \$1,199,000

School District:
Pleasanton (925)
462-5500

High: Pleasanton (925)
462-5500

Elementary: Pleasanton
(925) 462-5500

Features

Construction Status:
Existing

Cooling: Central 1 Zone A/C

Accessibility Features:
None

Additional Equipment:
Garage Door Opener,
Mirrored Closet Door(s),
Satellite Dish - Owned,
Water Heater Gas,
Window Coverings,
Carbon Mon Detector,
Double Strapped Water
Htr, Smoke Detector,
Cable Available, Natural
Gas Available, Natural Gas
Connected, Individual
Electric Meter, Individual
Gas Meter

Exterior: Stucco, Wood
Siding

Fireplaces: See Remarks

Flooring: Hardwood
Floors, Laminate, See
Remarks, Stone (Marble,
Slate etc.

Foundation: Crawl Space,
Slab

Garage Parking: Attached
Garage, Int Access From
Garage, Off Street Parking,
RV/Boat Parking, Side Yard
Access, Guest Parking,
Enclosed Garage, Garage
Facing Front

Heating: Forced Air 1
Zone, Gas, Hot Water



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EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED

Kitchen Features:
Breakfast Bar, Counter -
Stone, Dishwasher, Eat In
Kitchen, Garbage
Disposal, Gas Range/
Cooktop, Microwave,
Pantry, Range/Oven Free
Standing, Self-Cleaning
Oven, Updated Kitchen

Lot Description: Corner,
Level
Pool: Gas Heat, Gunite, In
Ground, Pool Sweep
Roof: Composition
Shingles

Remarks

Beautifully remodeled 3bedrom, 2 bath, one story home in Del Prado Neighborhood. Serene relaxing back yard with a heated swimming pool, side yard and fruit trees. Remodeled large size kitchen with a large breakfast bar. Granite countertop, newer display cabinets with wine racks, Gas stove/oven, built-in microwave. Open & bright floor plan for hosting gatherins. Lots of sunlight throughout the House. Hardwood/ laminate floors. Dual pane windows in all rooms. Freshly painted (Int-Ext). Slider door in master bed and family room. Remodeled bathroom with dual sinks in master & frame-less shower door. Mirror closet doors. New Gutter/ downspouts. Vaulted ceiling in family room with recessed lighting. Front yard sprinkler system. Attached garage with easy laundry access. Centrally located, close to downtown, restaurants/shops, Firehouse Art center and Farmer's market. Located in Pleasanton's best schools.



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5586 Black Pleasanton, CA 94566

MLS #40924200

\$1,217,000

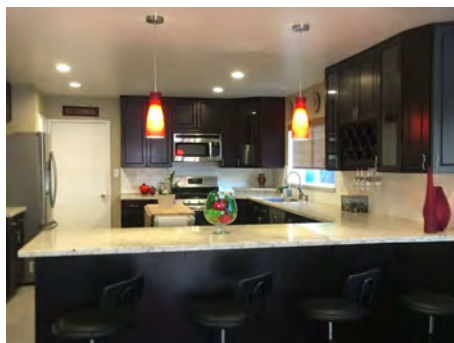
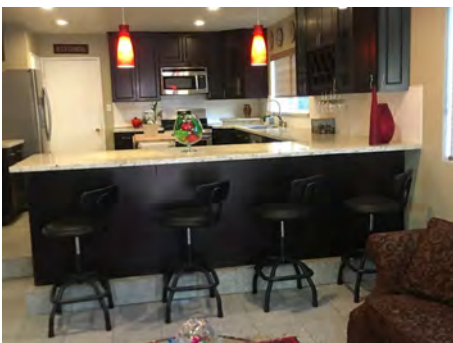
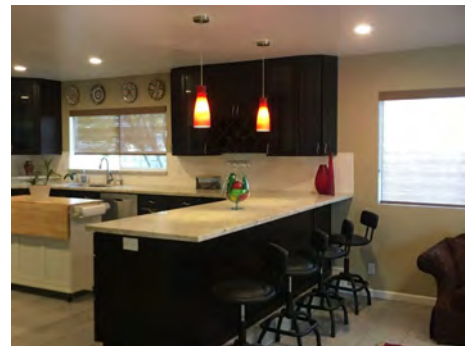
SOLD 11/13/20

3 Beds 2.00 Baths

Year Built 1969

1,673 Sq. Ft. (\$727 / sqft)

Days on market: 8



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1832 Harvest Rd

Pleasanton, CA 94566

MLS #40933250

\$870,000

SOLD 2/8/21

2 Beds 2.00 Baths

Year Built 1984

1,471 Sq. Ft. (\$591 / sqft)

Days on market: 4



Details

Prop Type: Townhouse
County: Alameda
Area: Pleasanton - City
Subdivision: HARVEST SQUARE
Style: ["Contemporary"]
Full baths: 2.0

Lot Size: 2,496.0
Garages: 2
List date: 1/6/21
Sold date: 2/8/21
Off-market date: 1/10/21
Updated: Feb 9, 2021 10:28 AM

List Price: \$830,000
Orig list price: \$830,000
Assoc Fee: \$435
School District: Pleasanton (925) 462-5500

High: Pleasanton (925) 462-5500
Elementary: Pleasanton (925) 462-5500

Features

Construction Status: Existing
Cooling: Ceiling Fan(s), Central 1 Zone A/C
Additional Equipment: Dryer, Garage Door Opener, Washer, Water Heater Gas, Window Coverings, Carbon Mon Detector, Double Strapped Water Htr, Smoke Detector

Exterior: Dual Pane Windows, Wood Siding
Fireplaces: Family Room
Flooring: Concrete Slab, Hardwood Floors, Tile, Carpet
Garage Parking: Attached Garage
Heating: Forced Air 1 Zone
Hoa Amenities: Greenbelt, Pool

Hoa Fees Incl 2: Common Area Maint, Hazard Insurance, Management Fee, Reserves, Trash Removal, Other
Kitchen Features: 220 Volt Outlet, Gas Range/Cooktop, Ice Maker Hookup, Microwave, Self-Cleaning Oven, Skylight(s), Trash Compactor, Updated Kitchen

Lot Description: 2 Houses / 1 Lot, Level, Premium Lot, Landscape Back, Landscape Front
Pool: None, See Remarks
Roof: Composition Shingles, Tar and Gravel
View: Greenbelt



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Remarks

LARGE 1471 SQ FT TOWN HOME BOASTS OF 2 ENSUITE BEAUTIFULLY APPOINTED BEDROOMS. PERFECT FOR A FIRST TIME BUYER OR MOVE DOWN BUYER. SMALL COMMUNITY WITH POOL AND OTHER FACILITIES. WALK TO WALNUT GROVE AND OTHER TOP RATED PLEASANTON SCHOOLS. BEAUTIFULLY UPDATED HOME- HARDWOOD FLOORING, STAINLESS STEEL APPLIANCES, CROWN MOLDING, BEAUTIFULLY TILED FIREPLACE AND LARGE BACK YARD PERFECT FOR ENTERTAINING. CUSTOM CABINETRY IN GARAGE-2 CAR SIDE BY SIDE. All information and images should be independently reviewed and verified for accuracy.



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Pleasanton, CA 94566

MLS #40933250

\$870,000

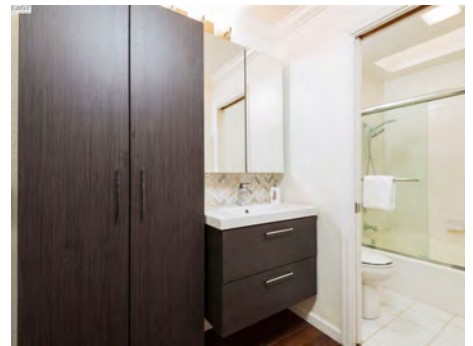
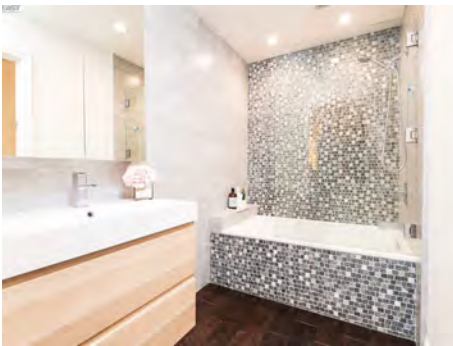
SOLD 2/8/21

2 Beds 2.00 Baths

Year Built 1984

1,471 Sq. Ft. (\$591 / sqft)

Days on market: 4



Mary Jones | NextHome Demo Realty | 4309 Hacienda Drive, Suite 110 | Pleasanton, CA 94588
maryjones@nexthome.com | www.nexthomeagentdemo.com | O: 855-925-6398 | Lic.# 1234567

EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED

5296 Golden Rd

Pleasanton, CA 94566

MLS #40944157

\$839,000

PENDING 4/16/21

3 Beds 2.00 Baths

Year Built 1971

1,224 Sq. Ft. (\$685 / sqft)

Days on market: 8



Details

Prop Type: Townhouse
County: Alameda
Area: Pleasanton - City
Subdivision: PARK VILLAS
Style: ["Spanish"]

Full baths: 2.0
Lot Size: 1,722.0
Garages: 2
List date: 4/8/21
Pending date: 4/16/21

Off-market date: 4/16/21
Updated: Apr 21, 2021
11:39 PM
List Price: \$839,000
Orig list price: \$798,000

Assoc Fee: \$460

Features

Construction Status:
Existing
Cooling: Central 1 Zone A/
C
Additional Equipment:
Garage Door Opener
Exterior: Stucco

Fireplaces: None
Flooring: Hardwood
Floors, Carpet
Foundation: Slab
Garage Parking: Attached
Garage, Int Access From
Garage

Heating: Forced Air 1 Zone
Hoa Amenities: Club
House, Pool
Hoa Fees Incl 2: Exterior
Maintenance, Hazard
Insurance, Reserves,
Water/Sewer,
Maintenance Grounds

Kitchen Features:
Dishwasher, Garbage
Disposal, Oven Built-in,
Refrigerator
Lot Description: Corner
Pool: Community Fclty
Roof: Tile

Remarks

Wonderful location and turn key! Walk to downtown. Minutes from walking trail. A few steps away from the community pool. Very private corner lot. Only one common wall with neighbor in the garage. Walk out to grass area with nice shady trees. Kitchen with newer cabinets and granite counters. Newer windows, oak flooring and carpet. Large master with remodeled bath. Two bedrooms and a full remodeled bath downstairs.



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Large attic for storage. Spacious two car garage with lots of shelves.



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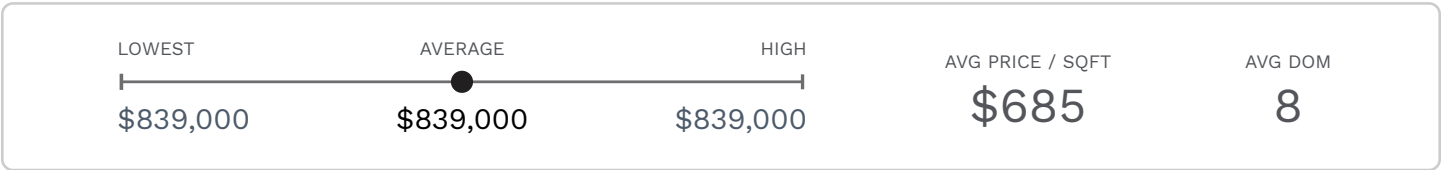
Comparable Property Statistics



S 4 Sold Listings



P 1 Pending Listings



Averages

106.5%

Homes sold for an average of 106.5% of their list price.

7

Days on market

It took an average of 7 days for a home to sell.

Analysis

ADDRESS	ORIG LIST PRICE	SOLD PRICE	% OF ORIG LIST PRICE	DOM	\$ PER SQFT
5548 Corte Del Cajon	\$1,499,000	\$1,690,000	112.74%	7	\$796
5122 Black Ave	\$1,220,000	\$1,280,000	104.92%	10	\$764
5586 Black	\$1,199,000	\$1,217,000	101.50%	8	\$727
1832 Harvest Rd	\$830,000	\$870,000	104.82%	4	\$591
Averages	\$1,187,000	\$1,264,250	106.51%	7	\$720



The Contract Negotiation

We See You, and We See You Through



The offer and negotiation process can be stressful.

We're here to advocate on your behalf and guide you right through the final sale.



Until then, here are some ways to plan ahead to maximize your leverage and create the optimum outcome, contract negotiation through closing:

Prepare and provide thorough disclosures and professional property inspections. These give buyers knowledge of your home prior to submitting an offer. Pre-disclosures allow the accepted contract to be made with awareness, preventing further negotiation of a lower price, or credits or repair requests later on in the process.

Present your home at its best. The repairs and improvements, cleaning and staging you do on your

end minimizes all of the same for the buyer to have to anticipate doing on theirs, increasing condition and therefore value.

Collaborate as a team, rely on our support. Our ability to negotiate for you as your representative, is a primary responsibility and point of pride for us. We facilitate negotiations, nuances, and transactional details as much as we do all parties' emotions throughout the process, making sure you profit as much as possible with confidence, comfort, and power from your decision to sell through a successful close.



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Mary Jones



Amanda Martin

Jan 8, 2020

Mary went above and beyond to market our home to ensure we got top dollar when selling. She is highly communicative and responded to emails and phone calls promptly and professionally. I highly recommend Mary Jones!

Sandy Smith

Mar 11, 2019

Mary did a wonderful job selling my home! She communicated regularly with us throughout the process and she is always kind and personable. Her marketing pieces are unique and were instrumental to the success of selling our home. I would recommend her to anyone!

Susan Miller

Mar 1, 2018

Mary exceeded anything I could have hoped for. Not only did she help me sell our home, she found us the new home of our dreams that fit our growing family perfectly. I strongly recommend Shannon to all my friends and family!

Lori Thompson

Oct 30, 2017

Mary really knows the business of Real Estate. I was comfortable working with her from the very beginning. She listened to me, was honest with me and there was no time where I felt she wasn't working for "me." I would highly recommend her to anyone I know who is looking to buy or sell a home. It truly was a stress-free experience.

Mackenzie

Feb 24, 2015

Mary is a great realtor! Her knowledge of the area helped us sell our home and find another one that was perfect for our family. She is very responsive and makes sure you understand every step of the process. There are no unexpected surprises with her like other real estate agents! We have found a great real estate agent we will always turn to and gladly refer our friends and families to as well!





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