

# List Your House

# 3%

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Since  
1974

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# Staging and Curb Appeal

**Home Staging and Curb Appeal my house sells for 3% more**



## Why You Need a Real Estate Professional

Given the many ways to sell or buy a home, you may have considered whether you should go it yourself instead of working with an agent. However, there is no substitute for an experienced professional, and taking on all the responsibility yourself could be costlier than an agent's commission in the long run.

According to the National Association of Realtors' 2019 Profile of Home Buyers and Sellers, only 8% of home sales were accomplished as for sale by owner (FSBO), and of those, 77% knew their buyer personally. FSBO home sales had a median price of \$200,000 in 2019, compared to the agent assisted home sale median price of \$280,000.

Beyond the price advantage of using an agent, homes listed by real estate professionals get more exposure and their sellers get more support. Here are some other considerations:

- 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.
- They know how to present your home and deal with buyers.
- They know how and where to market properties effectively.
- They know how to overcome typical snags that occur in 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 access to the most accurate and comprehensive data - 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.
- Their continuing education keeps them up-to-date on housing issues

**With a real estate professional in your corner, you'll have a partner by your side to advocate for you and advise you through the entire home sale process. You will learn how to sell your house, land, or apartments for top-dollar & Bonus.**

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# Meadows Realty

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.



Waymon Ellis Meadows, friends call me W or Big W. A real estate broker and builder who has lived in Florida all his life.

In 1974 he started building single-family homes, designing and developing communities-- Spanish Haven, The Bluffs of Dundee, Williamsburg Apartments, Lake Ruth in Polk County, Florida and other communities.

A Floridian Through and Through: Waymon knows Polk County like the back of his hand. Born on Orange Street in Auburndale, raised on Plymouth Road. Lives in Dundee for more than forty years. Truth is, Big W knows every town and back roads in Polk County, from Alturas to Winter Haven.

Champion: He was a fearless Auburndale Bloodhound. Scored three touchdowns in Avon Park Game. A Track Star: Setting a pole vaulting record in the ninth grade which stood for twenty years. State Pole Vaulting champion in tenth grade, but was unable to compete in the eleventh due to a disease. Recovered, and was the State State Pole Vaulting Champion, again. Won a Track Scholarship to Coffeyville College.

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# What is a CMA

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 comparative market analysis, or CMA, is most useful.



## What is a CMA?

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 such as type of home, number of bedrooms, number of baths, lot size, neighborhood, property condition and features, and many other factors. The purpose is to show estimated 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 using property information from 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 creating the CMA 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.

We recommend a certified appraisal.