

# Real Estate Services Proposal



**Prepared Especially for:**  
**Benjamin P & Gregoria O Pita**

259 Mooncrest Lane  
Santa Maria, California 93455

**For marketing the property located at:**  
**259 Mooncrest Lane**

**Prepared by:**  
**Jo Ann Outland, NRBA, CDPE, CDSP**  
**Owner / Broker**  
**Outland & Associates Real Estate**

2665 Shell Beach Rd, Ste J1  
Pismo Beach, CA 93449



**Office:** 805-481-3939  
**Cell Phone** 805-441-5574  
**Fax** 805-481-3737  
**Email** JoAnn@outlandinc.com  
**Website** <http://joannoutland.com/>



**Date:** September 9, 2021



September 9, 2021

Benjamin P & Gregoria O Pita  
259 Mooncrest Lane  
Santa Maria, California 93455

Dear Dear Mr. & Mrs. Pita:

Thank you very much for giving me the opportunity to present the enclosed proposal to market your home. I appreciate the time you spent with me reviewing the features of your home and outlining your financial goals and time considerations.

You will receive competent and professional service when you select me and Outland & Associates Real Estate to represent you. We have represented many families in this area concluding transactions that realize maximum value in a reasonable time. I hope you will select me as your agent in this very important transaction.

This proposal includes a comprehensive market analysis that will assist us in determining the market value and pricing of your home. I used only 5 or 6 bedroom homes in the market area for your home. I hope the information included on me and Outland & Associates Real Estate will confirm that I am best qualified to market your home.

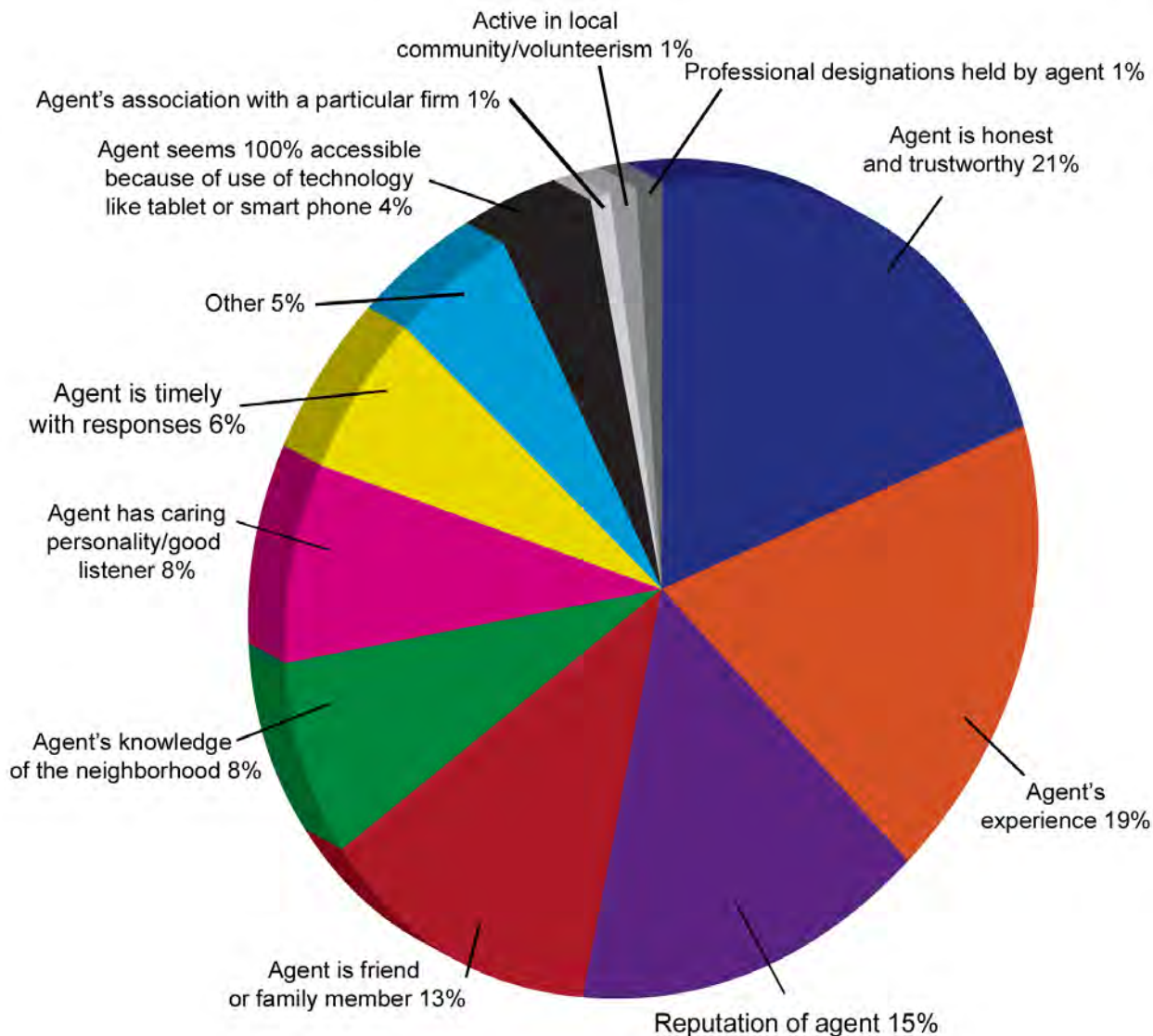
Sincerely,

Jo Ann Outland, NRBA, CDPE, CDSP  
Owner / Broker, REALTOR®



# Important Factors In Choosing A Real Estate Agent

A variety of factors influence a seller's decision to list with a particular real estate agent.



Source: National Association of Realtors®  
Profile of Home Buyers and Sellers.



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# Virtual Tour

Imagine walking into a home for the first time. You look around. You step closer to the objects around you and you pass through the rooms. Now imagine doing all that on the screen of your computer or a smartphone - this is a virtual tour. I will provide a virtual tour of your home. It's one of the most important marketing tools available to a seller.

- Since the tour is available 24 hours a day 365 days a year, more prospects will tour your home and may become interested.
- Prospects will spend more time touring your home than they would at an open house.
- Virtual tours greatly lessen the importance of an open house. Over time the open house will probably be limited to appointments with informed prospects.
- Since more potential buyers see your home, the time on the market will probably be lessened significantly.
- Because more prospects will evaluate your home higher prices are possible.

## Review a sample virtual tour:

If you are viewing this page on your computer or phone click on the link:

[Click Here for Virtual Tour](#)

If you are viewing the printed page not on your computer enter the following into your browser:

<https://www.relahq.com/demo/rubik>



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# Subject Property Profile for

## *259 Mooncrest Lane*

The following features have been identified to aid in the search for properties that are comparable to yours. This will help in determining proper pricing for your home.

<b>City:</b> Santa Maria	<b>Subdiv:</b>
<b>Year Built:</b> 1960	<b>Lot Size:</b> 10,454
<b>Tot SqFt:</b> 2510	<b>Levels:</b> 1
<b>Exterior:</b> Stucco	<b>Bedrooms:</b> 5
<b>Bathrooms:</b> 4.75	<b>Heating:</b> Forced Air
<b>Fuel:</b>	<b>Cooling:</b>
<b>Fpl Fuel:</b> Fireplace	<b>Fpl Feat:</b>
<b>Garage:</b> 2	<b>Floors:</b>
<b>Floors:</b>	<b>Roof:</b> Comp Shingle
<b>Pool:</b>	<b>Int Feat:</b>
<b>Int Feat:</b>	<b>Oth Feat:</b>
<b>Amenity:</b>	<b>View:</b>
<b>Lot Desc:</b> level	<b>Water:</b> City
<b>Sewer:</b> City	



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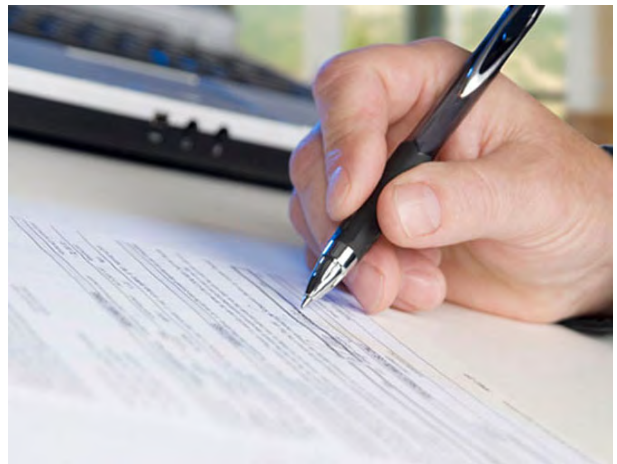
## Why use a REALTOR®?



When selling your home, your REALTOR® can give you up-to-date information on what is happening in the marketplace including price, financing and terms of competing properties. These are key factors in a successful sale of your property at the best price in the least amount of time.

Only real estate licensees who are members of the NATIONAL ASSOCIATION OF REALTORS® are properly called REALTORS®. REALTORS® subscribe to a strict code of ethics and are expected to maintain a higher level of knowledge of the process of buying and selling real estate. They are committed to treat all parties to a transaction honestly. REALTOR® business practices are monitored at local board levels. Arbitration and disciplinary systems are in place to address complaints from the public or other board members.

Your REALTOR® can help you objectively evaluate every buyer's proposal and then help write an appropriate legally binding sale agreement. Between the initial sales agreement and settlement, questions may arise. For example, unexpected repairs may be required to obtain financing or a problem with the title is discovered. Your REALTOR® is the best person to help you resolve those issues and move the transaction to settlement.



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# Outland & Associates Real Estate

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## Jo Ann Outland Owner, CEO, Broker and Realtor® Outland & Associates Real Estate

### PROFILE

Accomplished, savvy real estate professional with over 35 years experience executing sales and purchases of residential, commercial and income properties. Exceptional communication and interpersonal skills, as well as expertise in all facets of real estate transactions including REO, HUD and short sale properties.

### SUMMARY OF SKILLS

- Residential, commercial and income transactions
- REO, HUD and short sale transaction experience
- Asset management, Broker Price Opinions (BPOs) and Market Strategy Reports (MSRs)
- Property preservation and pre-foreclosure services
- Effective communication and interpersonal skills
- Motivational personnel management techniques
- Applicable rules, standards, laws and regulations
- Decision-making, negotiating and planning abilities
- Accurate document preparation and processing

### CURRENT WORK EXPERIENCE

<b>Outland &amp; Associates Real Estate</b>	<b>Shell Beach, CA</b>	<b>2007 to Present</b>
<b>Owner, CEO, Broker and Realtor®</b>		

- Owns and operates a successful real estate office that specializes in REO, HUD and short sale transactions
- Conduct pre-foreclosure services, property preservation, stabilization, loss mitigation, analysis and valuations
- Process forms, applications, reports, contracts, agreements and official documents with proficiency and accuracy
- Show properties, follow-up on referrals, generate leads and implement marketing and advertising strategies
- Interact effectively with buyers, sellers, lenders, title companies, contractors, vendors and other agents
- Maintain an impressive sales record, which includes over 1,200 properties sold within the last eight years
- Keep abreast of industry changes, augment knowledge base and testify as an expert witness in legal cases
- Consistently exhibits industry insight and foresight with a heartbeat on present and future real estate markets

### PREVIOUS WORK EXPERIENCE

<b>Keller Williams Realty</b>	<b>Pismo Beach, CA</b>	<b>2004 to 2007</b>
<b>Re/Max</b>	<b>Grover Beach, CA</b>	<b>1992 to 2004</b>
<b>Coldwell Banker</b>	<b>Arroyo Grande, CA</b>	<b>1987 to 1992</b>
<b>Century 21</b>	<b>Arroyo Grande, CA</b>	<b>1982 to 1987</b>

- Built a strong customer base by consistently ensuring customer satisfaction with all sales and purchases
- Earned a reputation as a skilled Realtor® with comprehensive knowledge of the real estate industry
- Demonstrated proficiency in all aspects of real estate transactions from generating leads to closing escrow

### EDUCATION, LICENSES AND CERTIFICATIONS

<b>Cuesta Community College, San Luis Obispo, CA</b>	
<b>Real Estate Agent License</b>	<b>1979</b>
<b>Real Estate Broker's License</b>	<b>1985</b>
<b>Graduate Realtor® Institute (GRI)</b>	<b>1988</b>
<b>Accredited Buyer Representative (ABR)</b>	<b>1990</b>
<b>Certified Residential Specialist (CRS)</b>	<b>1995</b>
<b>Certified Distressed Property Expert® (CDPE)</b>	<b>2009</b>
<b>Certified Default Services Professional (CDSP)</b>	<b>2010</b>
<b>Certified Commercial Investment Member (CCIM)</b>	<b>Ongoing</b>

### MEMBERSHIPS

<b>National and California Associations of Realtors®</b>	<b>Current</b>
<b>Member of National REO Brokers Association (NRBA)</b>	<b>2005 to Present</b>
<b>Asian Real Estate Association of America (AREAA)</b>	<b>2013 to Present</b>
<b>National Association of Hispanic Real Estate Professionals (NAHREP)</b>	<b>2013 to Present</b>
<b>Make a Wish Foundation</b>	<b>2007 to Present</b>



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## James Outland Jr.

**Co-owner, Broker Associate, and Realtor® DRE#01314390**  
**Outland & Associates, Inc.**

### PROFILE

Knowledgeable and motivated real estate professional who utilizes technology to resourcefully generate leads and complete real estate transactions for a vast array of property types including REO, HUD and short sales. Thorough understanding of applicable regulations and exceptional ability to limit liability for the buyers, sellers and brokerage.

### QUALIFICATIONS SUMMARY

- Residential, commercial and income real estate
- Advanced capacity for computers and technology
- Efficient document preparation and submission
- High-tech approach and web-based lead generation
- Strategic marketing and effective sales techniques
- HUD, REO and short sale property transactions
- Persuasive communication and bargaining abilities
- Loss mitigation and property preservation
- Pertinent regulations, rules, laws and standards
- Organization, multitasking and interpersonal skills

### CURRENT WORK EXPERIENCE

<b>Outland &amp; Associates, Inc.</b> <b>Co-owner and Realtor®</b>	<b>Shell Beach, CA</b>	<b>2007 to Present</b>
<ul style="list-style-type: none"> <li>▪ Own, manage, and serve as an instrumental component responsible for the REO success of the agency</li> <li>▪ Recognized the change in the real estate industry and transformed business practices to suit market needs</li> <li>▪ Handle pre-foreclosure services including property preservation, stabilization, loss mitigation and valuations</li> <li>▪ Implement high-tech solutions to enhance business and generate leads including web advertising and SEO</li> <li>▪ Thoroughly prepare and submit documentation to successfully complete real estate sales and purchases</li> <li>▪ Coordinate buyers, sellers, lenders, title companies, contractors, utility companies, vendors and other agents</li> <li>▪ Achieve a remarkable sales record, which includes over 1,200 properties sold within the last eight years</li> <li>▪ Research regulations and incorporate current standards into office practices to ensure code compliance</li> <li>▪ Utilize technology to coordinate with the REO collaborative team that consists of a pre-marketer, eviction team, field service team, asset manager, portfolio manager and broker</li> </ul>		

### PREVIOUS WORK EXPERIENCE

<b>Outland and Associates, Inc.</b>	<b>Shell Beach, CA</b>	<b>2007 to Date</b>
<b>Keller Williams Realty</b>	<b>Pismo Beach, CA</b>	<b>2005 to 2007</b>
<b>Re/Max</b>	<b>Grover Beach, CA</b>	<b>2001 to 2005</b>
<ul style="list-style-type: none"> <li>▪ Established a significant client base and successfully conducted multifaceted real estate transactions</li> <li>▪ Acquired expertise and comprehensive knowledge of real estate rules, methods, regulations and procedures</li> </ul>		

### LICENSES AND CERTIFICATIONS

<b>Real Estate Agent License</b>	<b>2001</b>
<b>Real Estate Broker's License</b>	<b>2013</b>
<b>Certified Distressed Property Expert (CDPE)</b>	<b>2008</b>
<b>e-PRO® Real Estate Technology</b>	<b>2004</b>
<b>RES.NET and EQUATOR</b>	<b>Current</b>

### MEMBERSHIPS

<b>National Association of Realtors®</b>	<b>2001</b>
<b>National Association of Hispanic Real Estate Professionals (NAHREP)</b>	<b>2011-2012</b>





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## **Jo Ann Outland Owner, CEO, Broker and Realtor® Outland & Associates Real Estate**



As a leading agent California's scenic central coast, Jo Ann Outland achieves success in any situation. With over 75 completed transactions in 2014 alone, Outland & Associates is an industry leader in San Luis Obispo and northern Santa Barbara counties. A licensed real estate agent for more than 35 years and an accredited broker for nearly as long, Jo Ann Outland is a member of the National and California Associations of Realtors® and the National REO Brokers Association. Jo Ann is the consummate professional, emanating integrity and expertise while completing thousands of purchases and sales involving residential, commercial, income, short sale and bank-owned properties.

Jo Ann Outland has a clear vision and an honest voice. After excelling at a variety of real estate firms, she founded Outland Inc. in 2006. Innovative and perceptive, she anticipated changes in the market before real estate values decreased. Focusing her energy on bank-owned and short sale properties, Jo Ann acquired the knowledge, training and certifications to expertly handle these types of matters. She had the foresight to seek out opportunities, make strategic connections and continue her education to become the REO leader in the region.

Jo Ann is a Certified Default Services Professional (CDSP), a Certified Distressed Property Expert (CDPE) and a Certified Residential Specialist (CRS). In addition, she is an Accredited Buyer Representative (ABR), completed training at the Graduate Realtor® Institute (GRI) and plans to finish the program to become a Certified Commercial Investment Member (CCIM).

Since 2007, Outland & Associates has sold over 1,200 properties. To effectively handle the volume of work, Jo Ann has compiled a REO collaborative team consisting of: a pre-marketer, an eviction team, an escrow coordinator, asset administrator, a portfolio manager and field service specialists. Jo Ann manages a staff of 4 including agents and administrative personnel. She negotiates complex agreements and coordinates dozens of deals simultaneously. She has developed mutually beneficial relationships with hundreds of local businesses and contractors to ensure dependable, high-quality service. With a talented team, extensive experience and in-depth knowledge of pertinent regulations, Jo Ann's transactions proceed quickly and smoothly.

Jo Ann Outland is a skilled and trained professional who has earned the trust and respect of her community. Primarily due to Jo Ann and her outstanding reputation, Outland & Associates is a highly successful agency that receives referrals from countless sources. Big or small, Jo Ann knows that each transaction is a reflection of her character. She treats every client like family and consistently gives 100%. With Jo Ann and Outland & Associates, you can conduct business with confidence.

Reach Jo Ann at (805) 441-5574 or [joann@outlandinc.com](mailto:joann@outlandinc.com) (email) or [joannoutland.com](http://joannoutland.com) (website).

# Determining the Value of Your Home

A Comparative Market Analysis (CMA) is essential to determine the value of residential property. Location and characteristics of the property are the key elements in determining value. Therefore, the basis for valuation is similar properties in your area. The market analysis takes into account the amount received from recent sales of comparable properties and the quantity and quality of comparable properties currently on the market. The desired end result is to find a price that will attract a willing and able buyer in a reasonable time.



Once the value of your home has been determined, you can decide on an offering price that will achieve your goals. Generally, the price should not exceed the value by more than 5% or potential buyers may not even make offers. Naturally, if you want to sell quickly your asking price should be very near the value.

The following are a few things to keep in mind about pricing:

- Realistic pricing will achieve maximum price in a reasonable time.
- Your cost or profit desire is irrelevant; the market determines the price.
- The cost of improvements are almost always more than the added value.
- Houses that remain on the market for a long time do not get shown.
- A house that is priced right from the beginning achieves the highest proceeds.



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# Comparative Market Analysis Summary

## Currently On The Market

<u>Address</u>	<u>Levels</u>	<u>Beds</u>	<u>Baths</u>	<u>Year</u>	<u>Sqft</u>	<u>Sold Price</u>	<u>List Price</u>
800 Emerald Court	Two	4	3.00	1976	2177		\$649,000
4621 Woodmere Road		4	3.00	1991	2377		\$665,000

Average of 2 Properties: \$657,000      Min: \$649,000      Max: \$665,000      Median: \$657,000

## Under Contract

<u>Address</u>	<u>Levels</u>	<u>Beds</u>	<u>Baths</u>	<u>Year</u>	<u>Sqft</u>	<u>Sold Price</u>	<u>List Price</u>
340 Wilshire Lane		4	4.00	1959	2341		\$569,900
500 Fair Oaks Drive Dr	One	5	3.00	1959	1983		\$585,000
896 Blake Street		5	3.00	1968	2665		\$685,000

Average of 3 Properties: \$613,300      Min: \$569,900      Max: \$685,000      Median: \$585,000

## Recently Sold

<u>Address</u>	<u>Levels</u>	<u>Beds</u>	<u>Baths</u>	<u>Year</u>	<u>Sqft</u>	<u>Sold Price</u>	<u>List Price</u>
3703 Wendy Way	Two	4	3.00	1978	2294	\$560,000	\$575,000
1363 Via Alta		6	3.00	1962	2062	\$610,000	\$579,000
1012 Brookside Avenue	Two	5	3.00	1965	2383	\$620,000	\$620,000
2438 Bowles Lane	Two	4	3.00	2003	2570	\$661,000	\$659,000

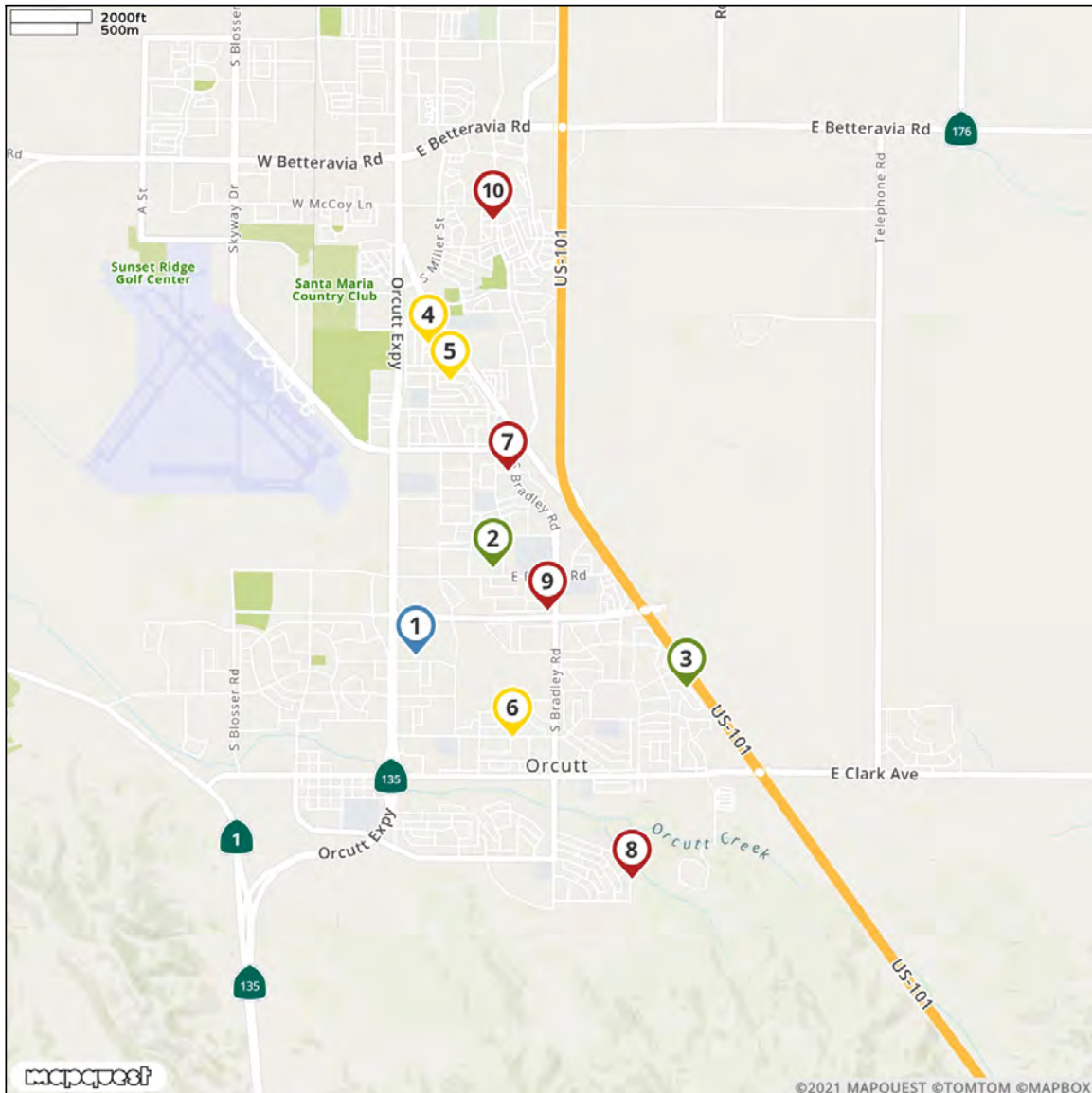
Average of 4 Properties: \$612,750      Min: \$560,000      Max: \$661,000      Median: \$615,000



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# Map of Comparable Properties



<b>Ref #</b>	<b>Status</b>	<b>Address</b>
1	Subject Property	259 Mooncrest Lane
2	Currently On The Market	800 Emerald Court
3	Currently On The Market	4621 Woodmere Road
4	Under Contract	340 Wilshire Lane
5	Under Contract	500 Fair Oaks Drive Drive
6	Under Contract	896 Blake Street
7	Recently Sold	3703 Wendy Way
8	Recently Sold	1363 Via Alta



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## List of mapped properties continued...

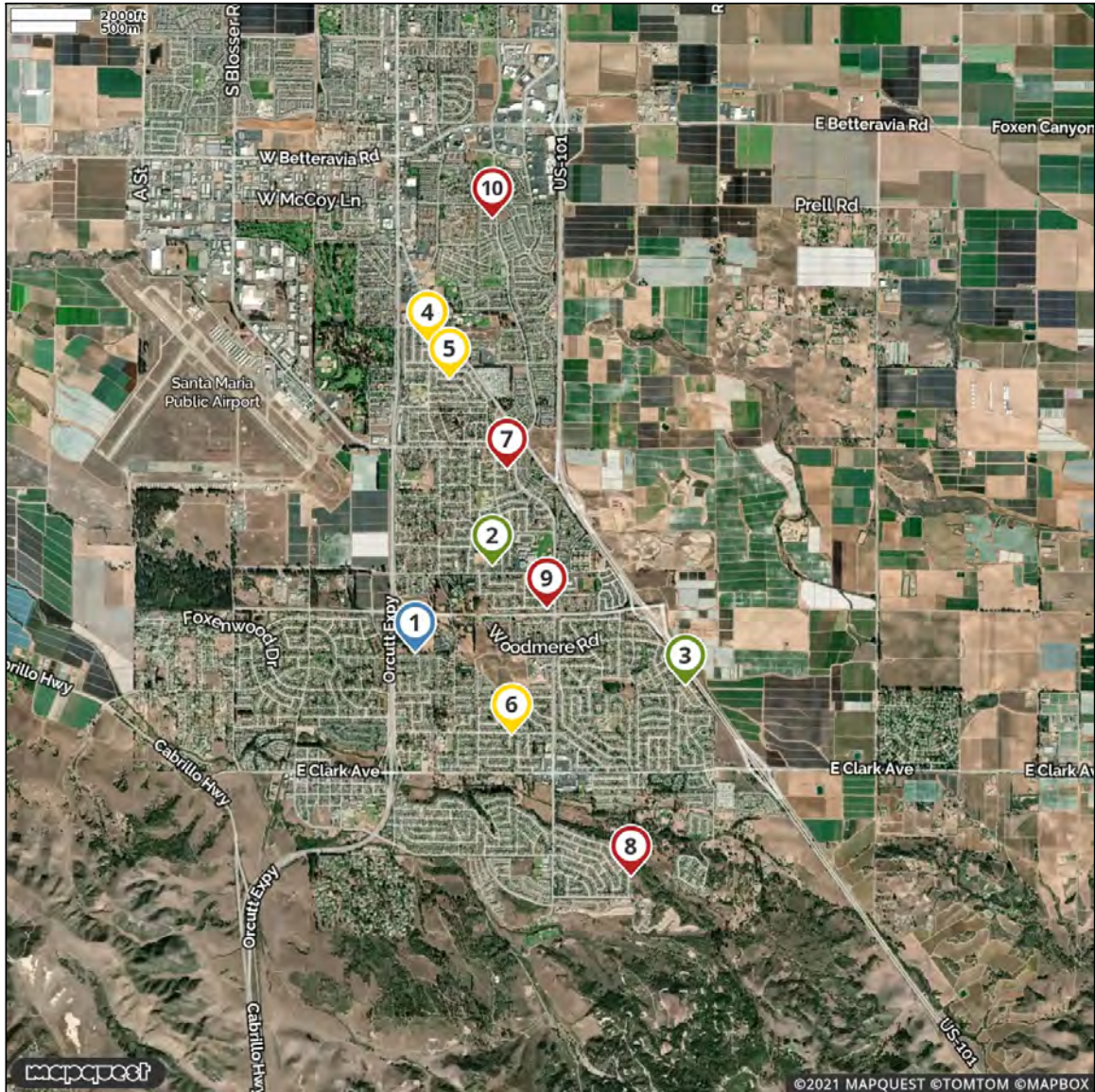
<u>Ref #</u>	<u>Status</u>	<u>Address</u>
9	Recently Sold	1012 Brookside Avenue
10	Recently Sold	2438 Bowles Lane



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<u>Ref #</u>	<u>Status</u>	<u>Address</u>
9	Recently Sold	1012 Brookside Avenue
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# Currently On The Market

## 800 Emerald Court

List Price: \$649,000

DOM: 20



### Property Details

**City:** Santa Maria

**Subdiv:**

**Year Built:** 1976

**Lot Size:** 0.21

**Tot SqFt:** 2177

**Levels:** Two

**Exterior:**

**Bedrooms:** 4

**Bathrooms:** 3.00

**Heating:**

**Fuel:**

**Cooling:**

**Fpl Fuel:**

**Fpl Feat:**

**Garage:**

**Floors:** Carpet

**Floors:** Laminate

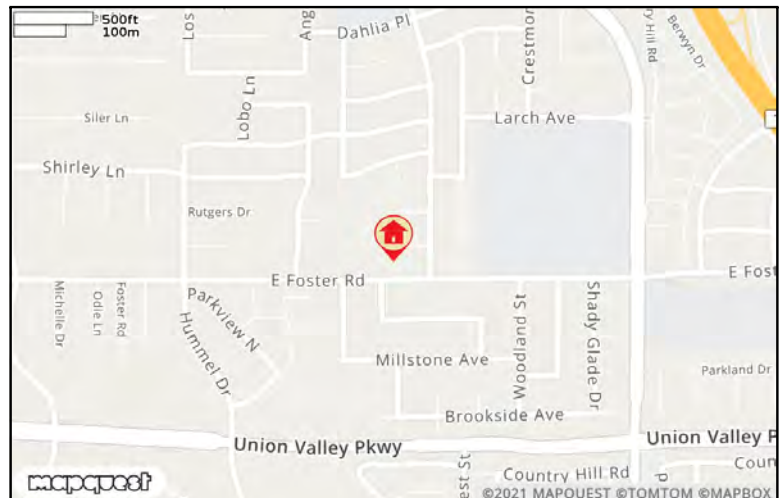
**Roof:**

**Pool:**

**Int Feat:**

**Int Feat:**

### Description



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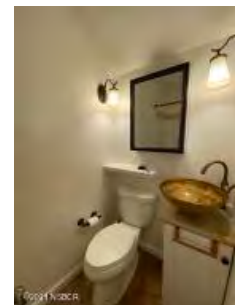
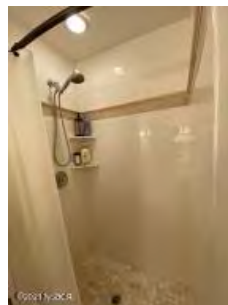
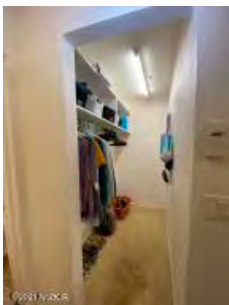


# Additional Photos

## 800 Emerald Court

List Price: \$649,000

DOM: 20



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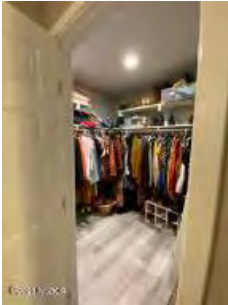


# Additional Photos

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# Currently On The Market

## 4621 Woodmere Road

List Price: \$665,000

DOM: 49

### Property Details

City: Santa Maria

Subdiv:

Year Built: 1991

Lot Size: 0.16

Tot SqFt: 2377

Levels:

Exterior:

Bedrooms: 4

Bathrooms: 3.00

Heating:

Fuel:

Cooling:

Fpl Fuel:

Fpl Feat:

Garage:

Floors:

Floors:

Roof:

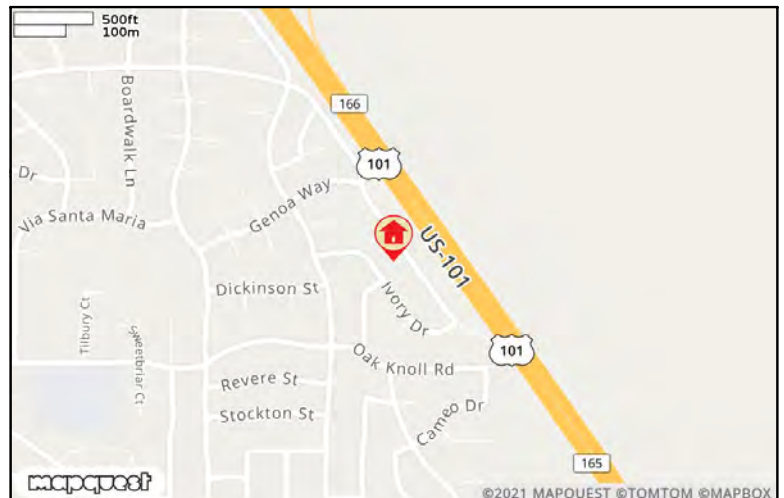
Pool:

Int Feat:

Int Feat:



### Description



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# Additional Photos

## 4621 Woodmere Road

List Price: \$665,000

DOM: 49



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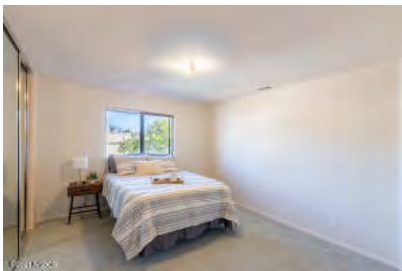
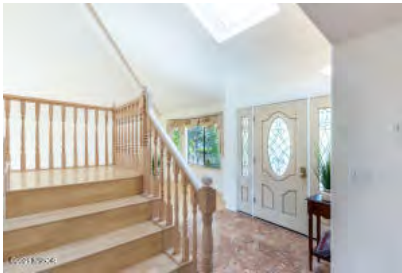
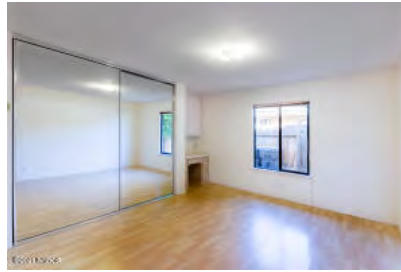
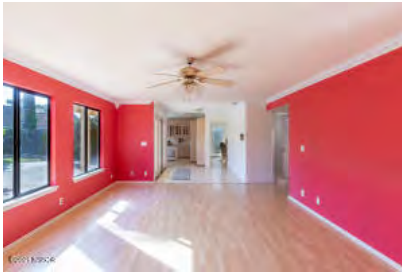


# Additional Photos

## 4621 Woodmere Road

List Price: \$665,000

DOM: 49



**Jo Ann Outland, NRBA, CDPE, CDSP**  
**Office:** 805-481-3939  
**Cell Phone** 805-441-5574  
**Fax** 805-481-3737  
**Email** JoAnn@outlandinc.com  
**Website** <http://joannoutland.com/>



# Additional Photos

## 4621 Woodmere Road

List Price: \$665,000

DOM: 49



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# Additional Photos

## 4621 Woodmere Road

*List Price:* \$665,000

*DOM:* 49



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*Website* <http://joannoutland.com/>



# Under Contract

## 340 Wilshire Lane

List Price: \$569,900

DOM: 19



### Property Details

**City:** Santa Maria

**Subdiv:**

**Year Built:** 1959

**Lot Size:** 0.15

**Tot SqFt:** 2341

**Levels:**

**Exterior:**

**Bedrooms:** 4

**Bathrooms:** 4.00

**Heating:**

**Fuel:**

**Cooling:**

**Fpl Fuel:**

**Fpl Feat:**

**Garage:**

**Floors:** Carpet

**Floors:** Laminate

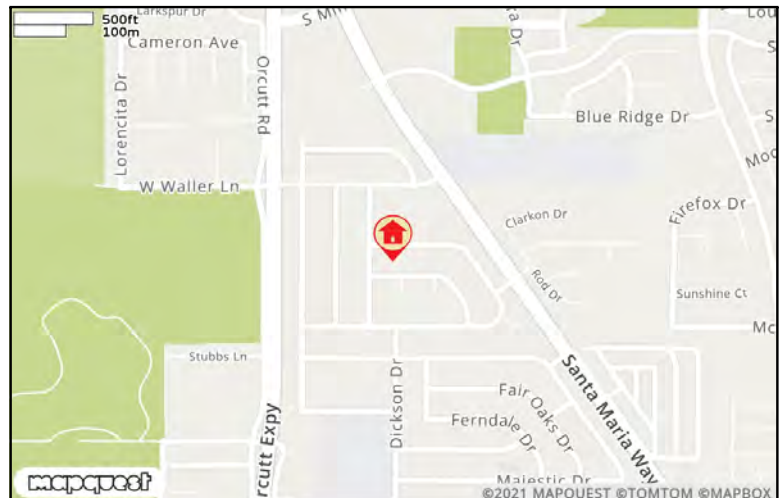
**Roof:**

**Pool:**

**Int Feat:**

**Int Feat:**

### Description



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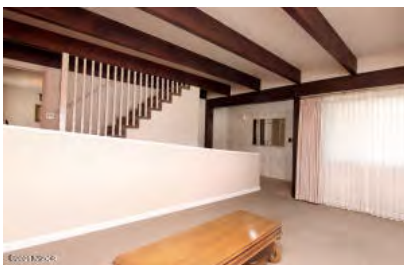


# Additional Photos

## 340 Wilshire Lane

List Price: \$569,900

DOM: 19



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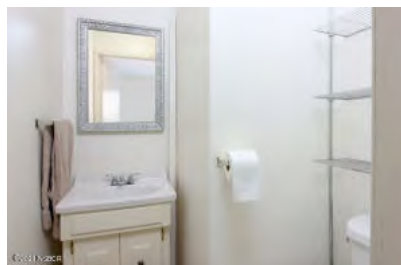


# Additional Photos

## 340 Wilshire Lane

List Price: \$569,900

DOM: 19



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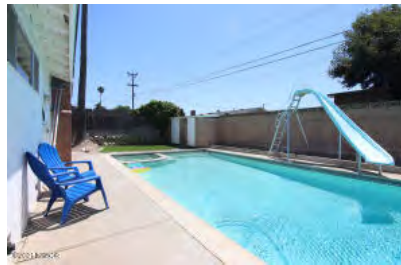


# Additional Photos

## 340 Wilshire Lane

List Price: \$569,900

DOM: 19



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# Under Contract

## 500 Fair Oaks Drive Dr

List Price: \$585,000

DOM: 3



### Property Details

City: Santa Maria

Subdiv:

Year Built: 1959

Lot Size: 0.20

Tot SqFt: 1983

Levels: One

Exterior:

Bedrooms: 5

Bathrooms: 3.00

Heating:

Fuel:

Cooling:

Fpl Fuel:

Fpl Feat:

Garage:

Floors: Carpet

Floors: Laminate

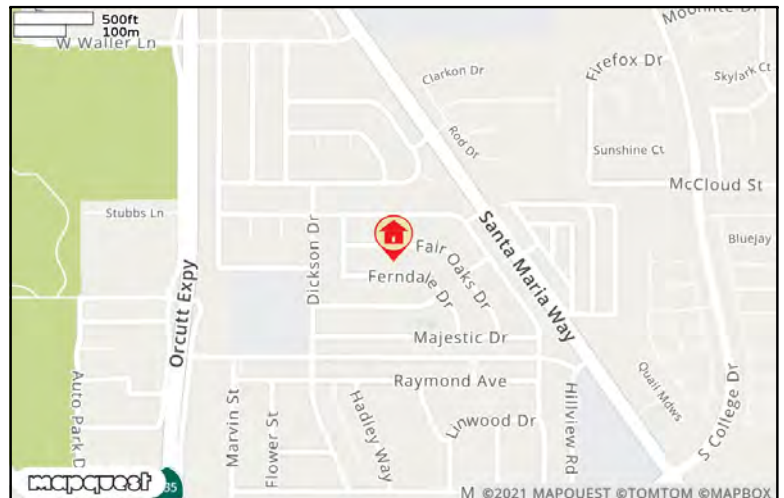
Roof:

Pool:

Int Feat:

Int Feat:

### Description



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# Additional Photos

## 500 Fair Oaks Drive Dr

List Price: \$585,000

DOM: 3



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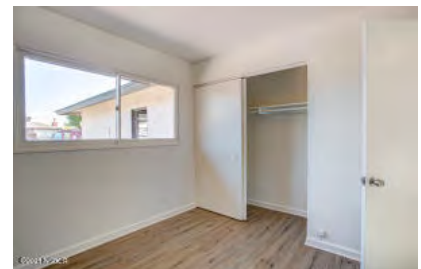
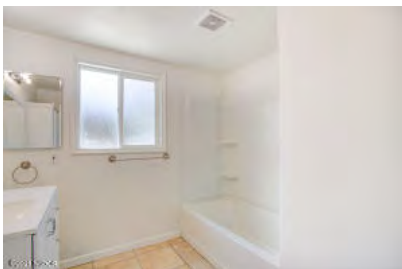
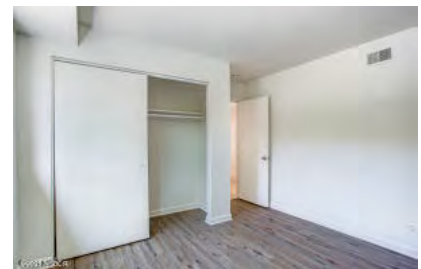
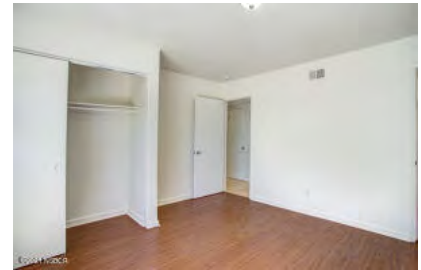


# Additional Photos

## 500 Fair Oaks Drive Dr

List Price: \$585,000

DOM: 3



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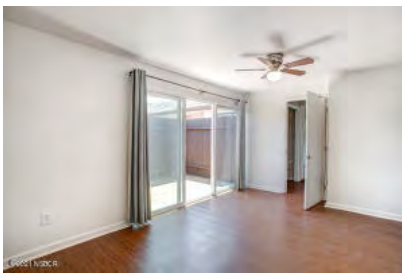
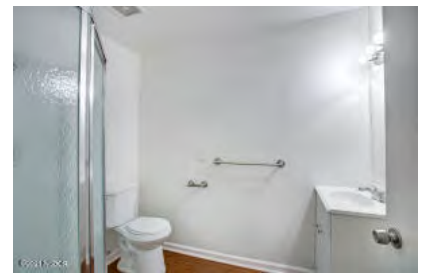
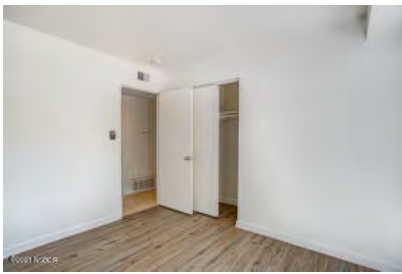
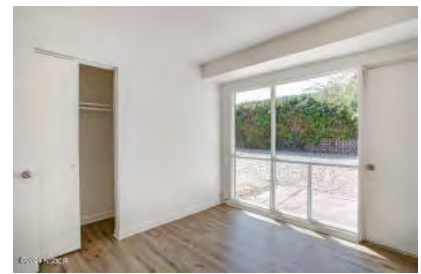
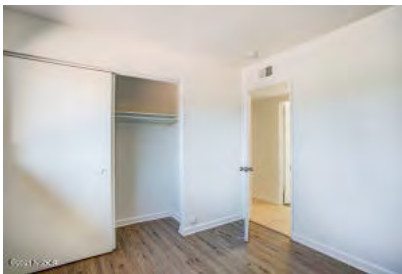


# Additional Photos

## 500 Fair Oaks Drive Dr

List Price: \$585,000

DOM: 3



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# Additional Photos

## 500 Fair Oaks Drive Dr

*List Price:* \$585,000

*DOM:* 3



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# Under Contract

## 896 Blake Street

List Price: \$685,000

DOM: 44



### Property Details

**City:** Santa Maria

**Subdiv:**

**Year Built:** 1968

**Lot Size:** 0.23

**Tot SqFt:** 2665

**Levels:**

**Exterior:**

**Bedrooms:** 5

**Bathrooms:** 3.00

**Heating:**

**Fuel:**

**Cooling:**

**Fpl Fuel:**

**Fpl Feat:**

**Garage:**

**Floors:** Carpet

**Floors:** Vinyl/Linoleum

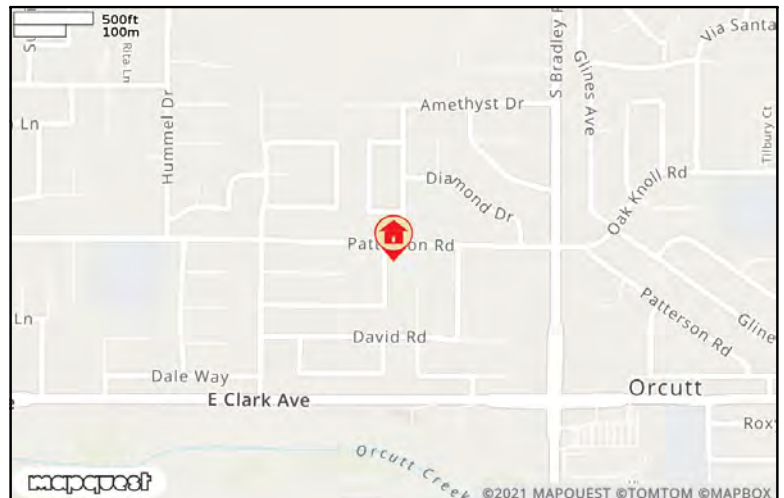
**Roof:**

**Pool:**

**Int Feat:**

**Int Feat:**

### Description



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**Email:** JoAnn@outlandinc.com

**Website:** <http://joannoutland.com/>

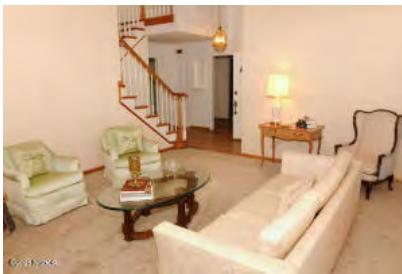


# Additional Photos

**896 Blake Street**

*List Price:* \$685,000

*DOM:* 44



**Jo Ann Outland, NRBA, CDPE, CDSP**

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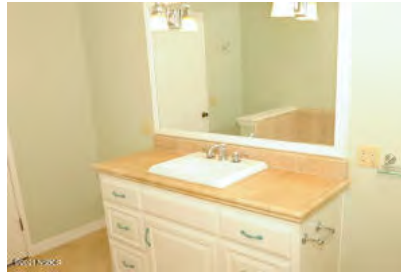


# Additional Photos

## 896 Blake Street

*List Price:* \$685,000

*DOM:* 44



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**Fax:** 805-481-3737

**Email:** [JoAnn@outlandinc.com](mailto:JoAnn@outlandinc.com)

**Website:** <http://joannoutland.com/>



# Recently Sold

## 3703 Wendy Way

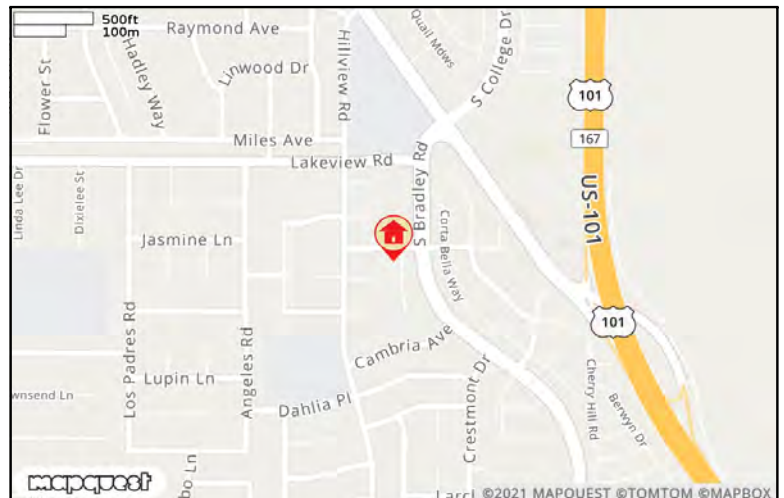
List Price: \$575,000 Sold Price: \$560,000 DOM: 13



### Property Details

**City:** Santa Maria  
**Subdiv:**  
**Year Built:** 1978  
**Lot Size:** 0.18  
**Tot SqFt:** 2294  
**Levels:** Two  
**Exterior:**  
**Bedrooms:** 4  
**Bathrooms:** 3.00  
**Heating:**  
**Fuel:**  
**Cooling:**  
**Fpl Fuel:**  
**Fpl Feat:**  
**Garage:**  
**Floors:** Carpet  
**Floors:** Tile  
**Roof:**  
**Pool:**  
**Int Feat:**  
**Int Feat:**

### Description



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**Fax:** 805-481-3737  
**Email:** JoAnn@outlandinc.com  
**Website:** <http://joannoutland.com/>



# Recently Sold

## 1363 Via Alta

**List Price:** \$579,000    **Sold Price:** \$610,000    **DOM:** 4



### Property Details

**City:** Santa Maria

**Subdiv:**

**Year Built:** 1962

**Lot Size:** 0.20

**Tot SqFt:** 2062

**Levels:**

**Exterior:**

**Bedrooms:** 6

**Bathrooms:** 3.00

**Heating:**

**Fuel:**

**Cooling:**

**Fpl Fuel:**

**Fpl Feat:**

**Garage:**

**Floors:** Carpet

**Floors:** Tile

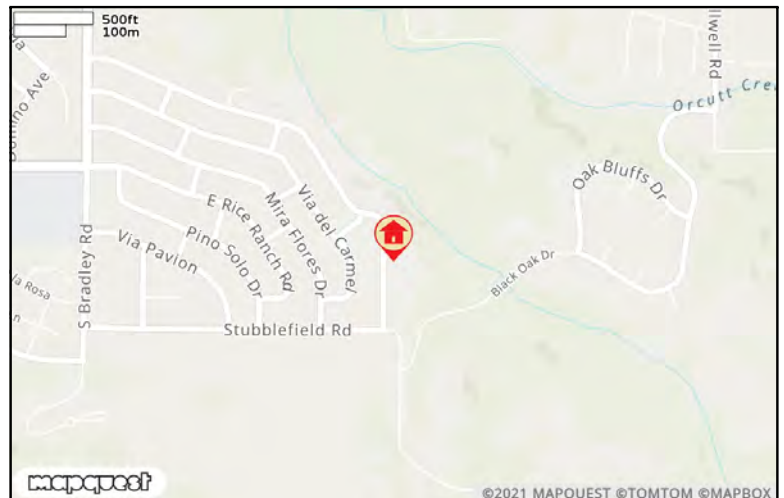
**Roof:**

**Pool:**

**Int Feat:**

**Int Feat:**

### Description



**Jo Ann Outland, NRBA, CDPE, CDSP**

**Office:** 805-481-3939

**Cell Phone:** 805-441-5574

**Fax:** 805-481-3737

**Email:** JoAnn@outlandinc.com

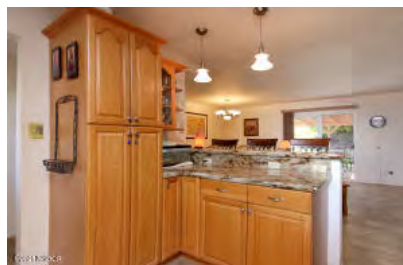
**Website:** <http://joannoutland.com/>



# Additional Photos

## 1363 Via Alta

List Price: \$579,000 Sold Price: \$610,000 DOM: 4



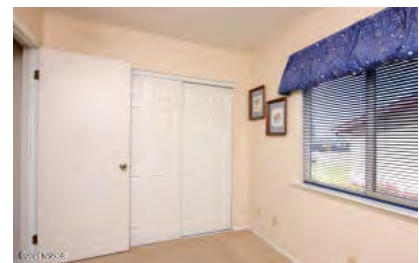
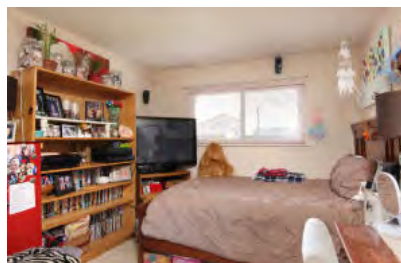
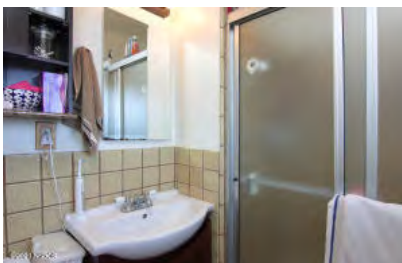
**Jo Ann Outland, NRBA, CDPE, CDSP**  
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# Additional Photos

## 1363 Via Alta

List Price: \$579,000 Sold Price: \$610,000 DOM: 4



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# Additional Photos

## 1363 Via Alta

*List Price:* \$579,000    *Sold Price:* \$610,000    *DOM:* 4



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*Website* <http://joannoutland.com/>





# Recently Sold

## 1012 Brookside Avenue

List Price: \$620,000 Sold Price: \$620,000 DOM: 26



### Property Details

**City:** Santa Maria

**Subdiv:**

**Year Built:** 1965

**Lot Size:** 0.22

**Tot SqFt:** 2383

**Levels:** Two

**Exterior:**

**Bedrooms:** 5

**Bathrooms:** 3.00

**Heating:**

**Fuel:**

**Cooling:**

**Fpl Fuel:**

**Fpl Feat:**

**Garage:**

**Floors:** Carpet

**Floors:**

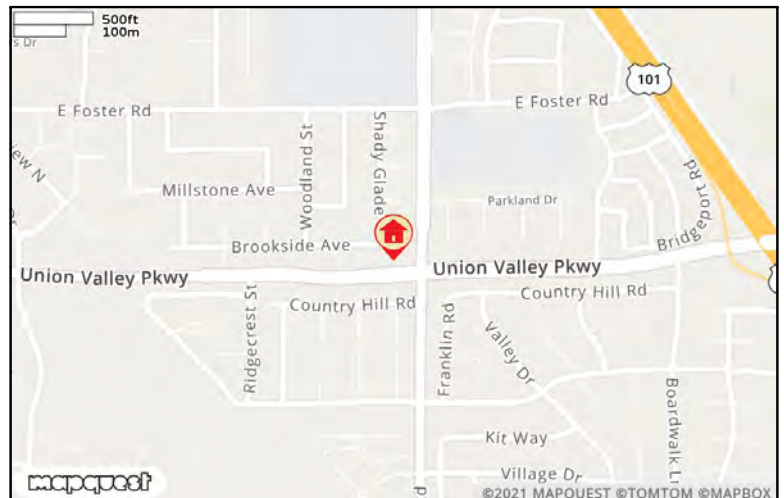
**Roof:**

**Pool:**

**Int Feat:**

**Int Feat:**

### Description



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**Email:** JoAnn@outlandinc.com

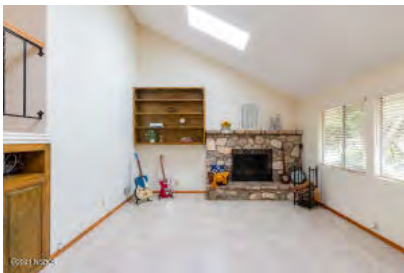
**Website:** <http://joannoutland.com/>



# Additional Photos

## 1012 Brookside Avenue

List Price: \$620,000 Sold Price: \$620,000 DOM: 26



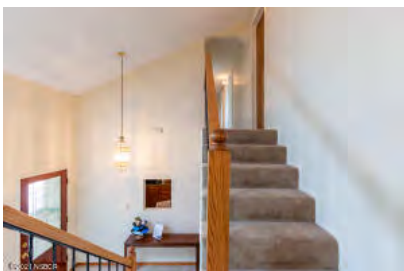
**Jo Ann Outland, NRBA, CDPE, CDSP**  
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# Additional Photos

## 1012 Brookside Avenue

List Price: \$620,000 Sold Price: \$620,000 DOM: 26



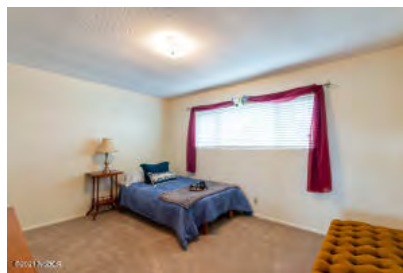
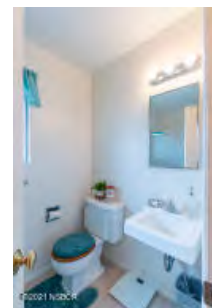
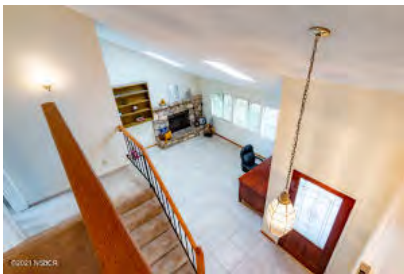
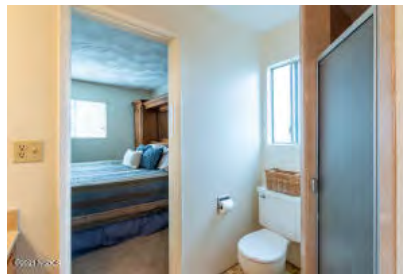
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# Additional Photos

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# Additional Photos

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List Price: \$620,000 Sold Price: \$620,000 DOM: 26



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# Recently Sold

## 2438 Bowles Lane

List Price: \$659,000 Sold Price: \$661,000 DOM: 21



### Property Details

**City:** Santa Maria

**Subdiv:**

**Year Built:** 2003

**Lot Size:** 0.15

**Tot SqFt:** 2570

**Levels:** Two

**Exterior:**

**Bedrooms:** 4

**Bathrooms:** 3.00

**Heating:**

**Fuel:**

**Cooling:**

**Fpl Fuel:**

**Fpl Feat:**

**Garage:**

**Floors:** Carpet

**Floors:** Laminate

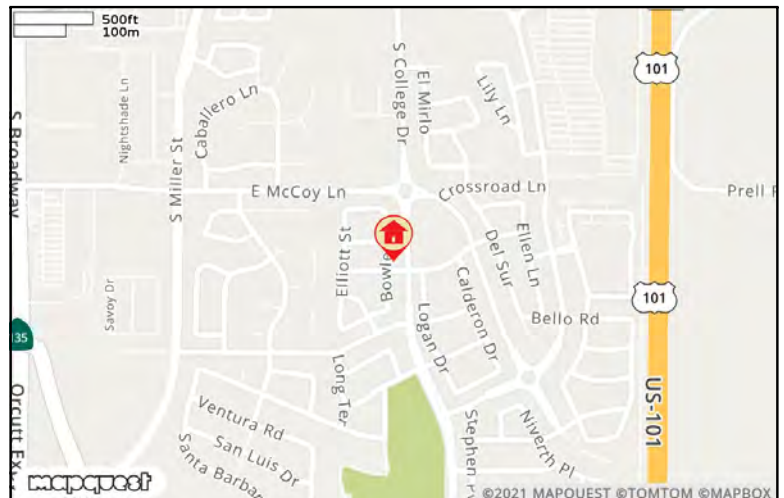
**Roof:**

**Pool:**

**Int Feat:**

**Int Feat:**

### Description



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**Cell Phone:** 805-441-5574

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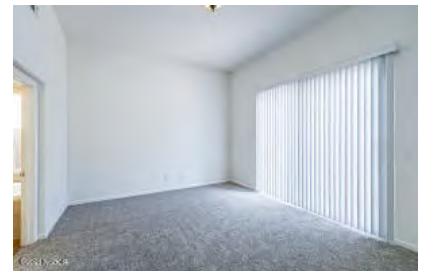
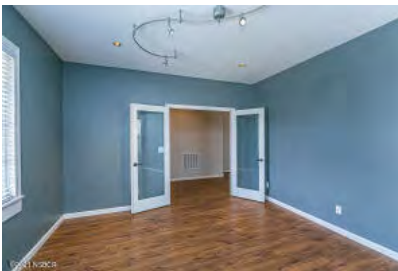
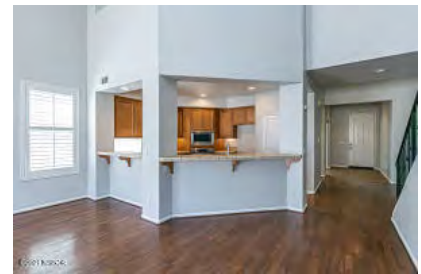
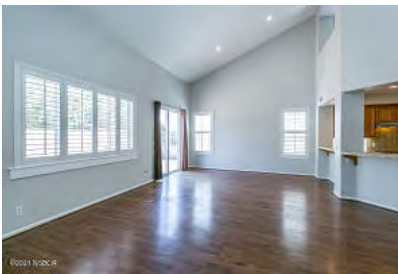
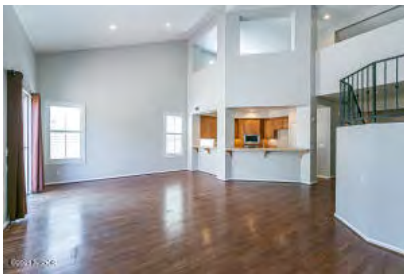
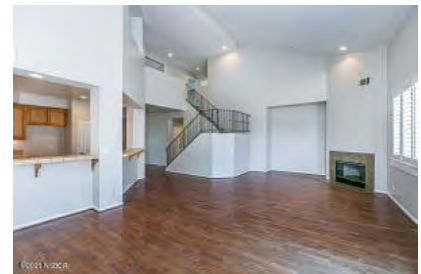
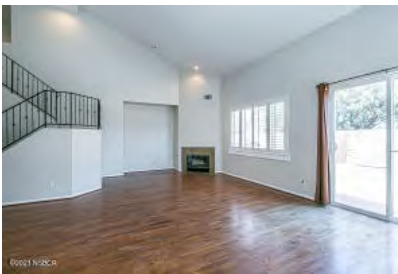
**Website:** <http://joannoutland.com/>



# Additional Photos

## 2438 Bowles Lane

List Price: \$659,000 Sold Price: \$661,000 DOM: 21



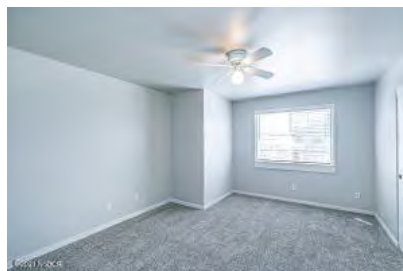
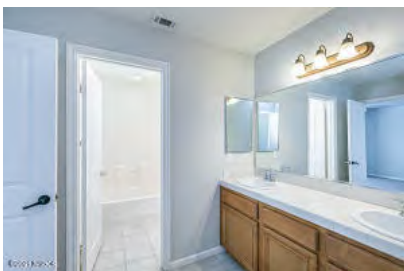
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# Additional Photos

## 2438 Bowles Lane

List Price: \$659,000    Sold Price: \$661,000    DOM: 21



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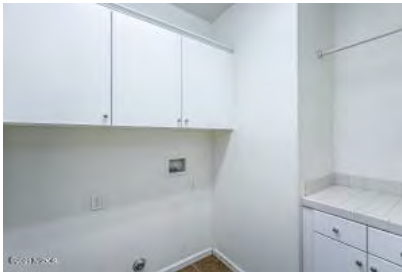




# Additional Photos

## 2438 Bowles Lane

**List Price:** \$659,000    **Sold Price:** \$661,000    **DOM:** 21



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# Comparative Market Analysis

	800 Emerald Court	4621 Woodmere Road	340 Wilshire Lane	500 Fair Oaks Drive Dr	896 Blake Street
					
<b>Status</b>	A	A	P	P	P
<b>List Price</b>	\$649,000	\$665,000	\$569,900	\$585,000	\$685,000
<b>List\$ SqFt</b>	\$298	\$280	\$243	\$295	\$257
<b>Sold Price</b>					
<b>Sold\$ SqFt</b>					
<b>Contract Date</b>			08/19/21	08/15/21	09/05/21
<b>Sold Date</b>					
<b>DOM</b>	20	49	19	3	44
<b>City</b>	Santa Maria	Santa Maria	Santa Maria	Santa Maria	Santa Maria
<b>Subdiv</b>					
<b>Year Built</b>	1976	1991	1959	1959	1968
<b>Lot Size</b>	0.21	0.16	0.15	0.20	0.23
<b>Tot SqFt</b>	2177	2377	2341	1983	2665
<b>Levels</b>	Two			One	
<b>Exterior</b>					
<b>Bedrooms</b>	4	4	4	5	5
<b>Bathrooms</b>	3.00	3.00	4.00	3.00	3.00
<b>Heating</b>					
<b>Fuel</b>					
<b>Cooling</b>					
<b>Fpl Fuel</b>					
<b>Fpl Feat</b>					
<b>Garage</b>					
<b>Floors</b>	Carpet Laminate		Carpet Laminate	Carpet Laminate	Carpet Vinyl/Linoleum
<b>Floors</b>					
<b>Roof</b>					
<b>Pool</b>					
<b>Int Feat</b>					
<b>Int Feat</b>					
<b>Oth Feat</b>					
<b>Amenity</b>					
<b>View</b>					
<b>Lot Desc</b>					
<b>Water</b>	Public	Public	Public	Public	Public
<b>Sewer</b>	Public Sewer	Public Sewer	Public Sewer	Public Sewer	Public Sewer



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# Comparative Market Analysis

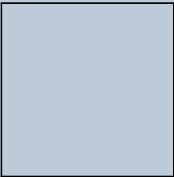



	3703 Wendy Way	1363 Via Alta	1012 Brookside Avenue	2438 Bowles Lane	
					
<b>Status</b>	C	C	C	C	
<b>List Price</b>	\$575,000	\$579,000	\$620,000	\$659,000	
<b>List\$ SqFt</b>	\$251	\$281	\$260	\$256	
<b>Sold Price</b>	\$560,000	\$610,000	\$620,000	\$661,000	
<b>Sold\$ SqFt</b>	\$244	\$296	\$260	\$257	
<b>Contract Date</b>	03/17/21	04/13/21	04/07/21	05/15/21	
<b>Sold Date</b>	05/14/21	06/14/21	05/21/21	06/15/21	
<b>DOM</b>	13	4	26	21	
<b>City</b>	Santa Maria	Santa Maria	Santa Maria	Santa Maria	
<b>Subdiv</b>					
<b>Year Built</b>	1978	1962	1965	2003	
<b>Lot Size</b>	0.18	0.20	0.22	0.15	
<b>Tot SqFt</b>	2294	2062	2383	2570	
<b>Levels</b>	Two		Two	Two	
<b>Exterior</b>					
<b>Bedrooms</b>	4	6	5	4	
<b>Bathrooms</b>	3.00	3.00	3.00	3.00	
<b>Heating</b>					
<b>Fuel</b>					
<b>Cooling</b>					
<b>Fpl Fuel</b>					
<b>Fpl Feat</b>					
<b>Garage</b>					
<b>Floors</b>	Carpet	Carpet	Carpet	Carpet	
<b>Floors</b>	Tile	Tile		Laminate	
<b>Roof</b>					
<b>Pool</b>					
<b>Int Feat</b>					
<b>Int Feat</b>					
<b>Oth Feat</b>					
<b>Amenity</b>					
<b>View</b>					
<b>Lot Desc</b>					
<b>Water</b>	Public	Public	Public	Public	
<b>Sewer</b>	Public Sewer	Public Sewer	Public Sewer	Public Sewer	



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# Comparative Market Analysis

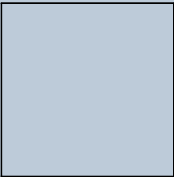

	259 Mooncrest Lane	3703 Wendy Way		1012 Brookside Avenue		1363 Via Alta	
							
			Adjustments		Adjustments		Adjustments
Sold Price		\$560,000	\$560,000	\$620,000	\$620,000	\$610,000	\$610,000
Sold\$ SqFt		\$244		\$260		\$296	
List Price		\$575,000		\$620,000		\$579,000	
List\$ SqFt		\$251		\$260		\$281	
Contract Date		03/17/21		04/07/21		04/13/21	
Sold Date		05/14/21		05/21/21		06/14/21	
DOM		13		26		4	
County							
City	<i>Santa Maria</i>	Santa Maria		Santa Maria		Santa Maria	
Lot SqFt							
Year Built	1960	1978		1965		1962	
SqFt	2510	2294		2383		2062	
Levels	1	Two		Two			
Bedrooms	5	4		5		6	
Bathrooms	4.75	3		3		3	
Gar Capacity							
Parking							
Heating							
Cooling							
Fireplace							
Fireplace							
Eating Area							
Laundry							
Patio							
Pool							
Floors							
Floors							
Roof	<i>Comp Shingle</i>						
Int Feat							
Int Feat							
Int Feat							
Ext Feat							
Ext Feat							
Ext Feat							
Ext Feat							
	<b>\$612,750</b>		\$560,000		\$620,000		\$610,000



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# Comparative Market Analysis

	259 Mooncrest Lane	2438 Bowles Lane				
						
			Adjustments	Adjustments	Adjustments	Adjustments
Sold Price		\$661,000	\$661,000			
Sold\$ SqFt		\$257				
List Price		\$659,000				
List\$ SqFt		\$256				
Contract Date		05/15/21				
Sold Date		06/15/21				
DOM		21				
County						
City	<b>Santa Maria</b>	Santa Maria				
Lot SqFt						
Year Built	<b>1960</b>	2003				
SqFt	<b>2510</b>	2570				
Levels	<b>1</b>	Two				
Bedrooms	<b>5</b>	4				
Bathrooms	<b>4.75</b>	3				
Gar Capacity						
Parking						
Heating						
Cooling						
Fireplace						
Fireplace						
Eating Area						
Laundry						
Patio						
Pool						
Floors						
Floors						
Roof	<b>Comp Shingle</b>					
Int Feat						
Int Feat						
Int Feat						
Ext Feat						
Ext Feat						
Ext Feat						
Ext Feat						
	<b>\$612,750</b>		\$661,000			

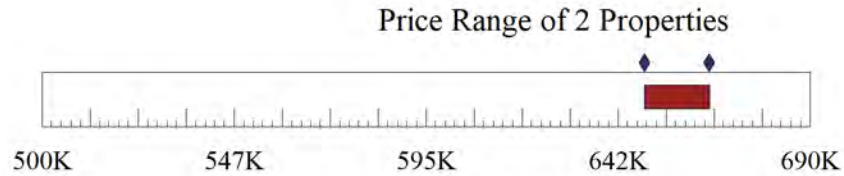


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# Comparative Market Analysis Graphed by Status

## *Currently On The Market*



## *Under Contract*



## *Recently Sold*

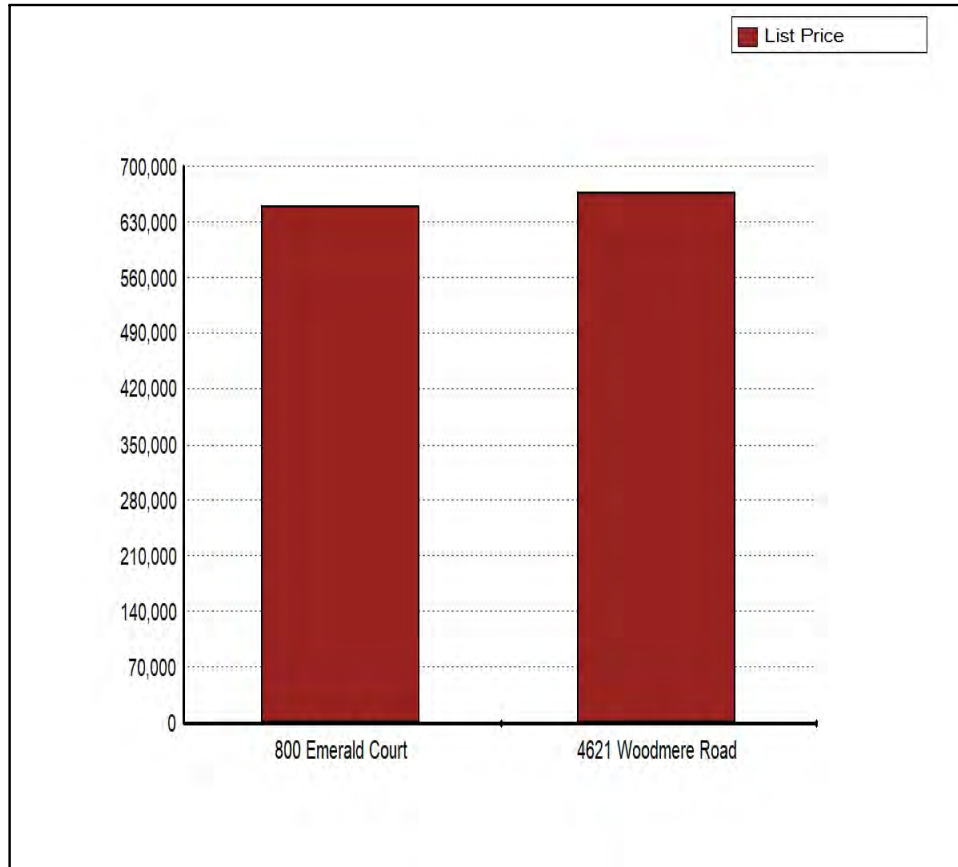


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# Comparative Market Analysis Statistics

## *Graphic Analysis of Currently On The Market Properties*



### *Summary Statistics of 2 Properties:*

Average Price: \$657,000  
High Price: \$665,000  
Low Price: \$649,000  
Median Price: \$657,000  
Average \$ per SqFt: \$289.00  
Average Year Built: 1983  
Average Days On Market: 34

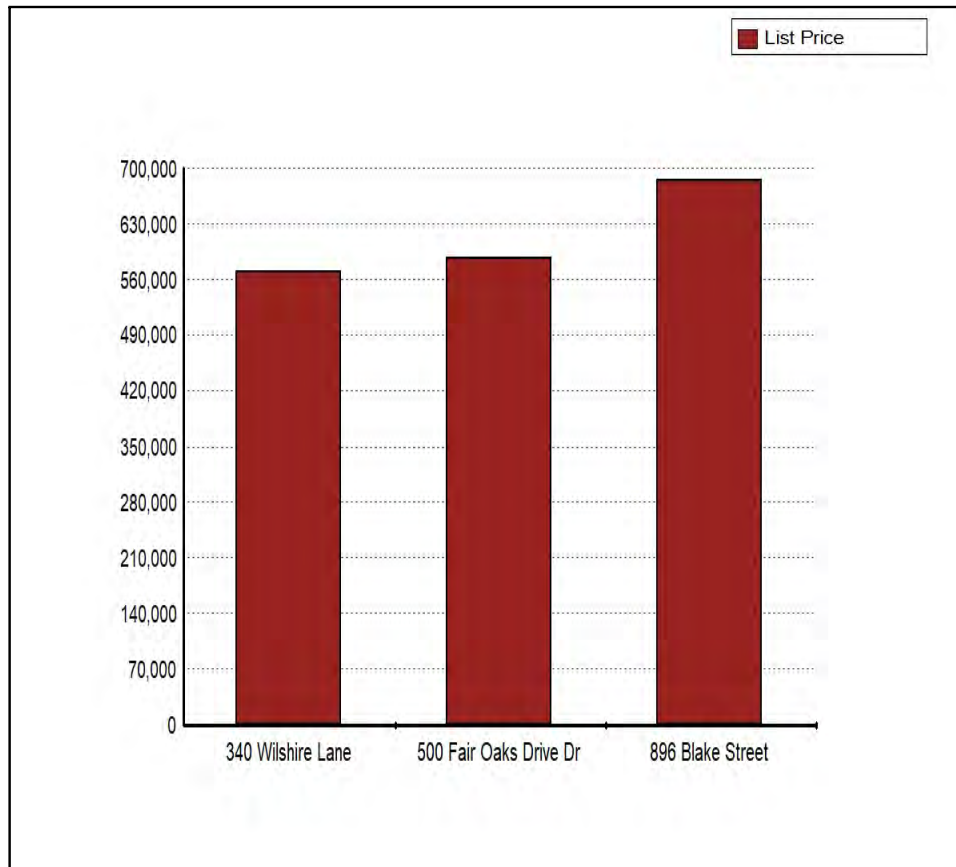


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# Comparative Market Analysis Statistics

## *Graphic Analysis of Under Contract Properties*



### *Summary Statistics of 3 Properties:*

Average Price: \$613,300  
High Price: \$685,000  
Low Price: \$569,900  
Median Price: \$585,000  
Average \$ per SqFt: \$265.00  
Average Year Built: 1962  
Average Days On Market: 22



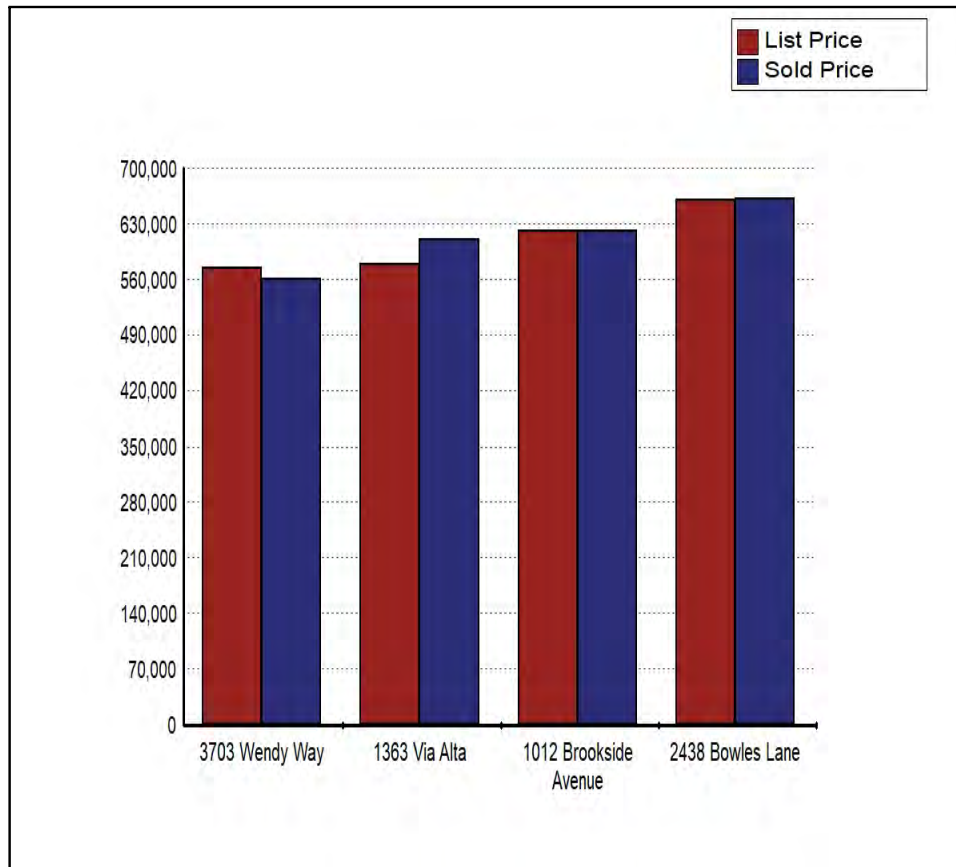
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# Comparative Market Analysis Statistics

## Graphic Analysis of Recently Sold Properties



### Summary Statistics of 4 Properties:

Average Price: \$612,750  
High Price: \$661,000  
Low Price: \$560,000  
Median Price: \$615,000  
Average \$ per SqFt: \$264.25  
Average Year Built: 1977  
Average Sale Price % List Price: 100.74  
Average Days On Market: 16



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# Pricing Your Property to Sell

Pricing your property correctly is crucial. You want to sell your property in a timely manner at the highest price possible. Current market conditions determine the value.

Pricing too high or too low can cost you time and money. Realistic pricing will achieve a maximum sale price in a reasonable amount of time.

Analysis of the comparable properties  
suggests a list price range of:

**\$595,000 to \$632,000**



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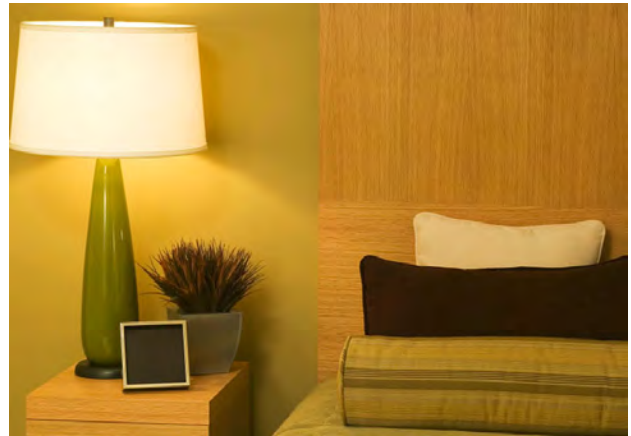


# When An Appointment Is Made

Agents from many real estate firms will want to show your home. Please allow any agent who calls to show your home at the suggested time. If you are not frequently available, it is suggested that you allow a lockbox to be installed on your door. You will increase your odds for a sale by allowing more qualified buyers to see your home. You do not want to miss an out-of-town transferee because your home was not able to be shown.

## *During a showing:*

- Open all draperies and window shades during daylight hours.
- The kitchen & bathroom should sparkle.
- Open windows one half hour before showing to circulate fresh air.
- Open all the doors between rooms to give an inviting feeling.
- Place fresh flowers on kitchen table and/or in the living room.
- If possible, bake cookies or bread to add an inviting aroma.
- Turn on all lights and replace bulbs with high wattage bulbs where needed.
- Pets should be confined or restricted from view. Eliminate pet odors. Not everyone may share your love of animals. Some people may be allergic to them.
- All jewelry and small valuables should be stored in a safety deposit box or in a locked closet.
- Replace any items not included in the sale, or tag them appropriately with “to be replaced with...” or “not included” signs.
- Beds should be made & clothes picked up. Bathrooms should be clean, with towels folded and toilet lid down.
- When you leave the house, please leave it as if you know it is going to be shown. You never know when the right person is going to look at it!



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# Preparing Your Home

Your home has just one chance to make a great impression with each potential buyer. And it can! The following "tricks of the trade" will help you keep track of what needs to be done. The whole idea is to present a clean, spacious clutter-free home--the kind of place you'd like to buy. Accomplish a little everyday, and before long your home will be ready to make the impression that can make the sale.

## Your Home's Curb Appeal

- Mow lawn
- Trim shrubs
- Edge gardens and walkways
- Weed and mulch
- Sweep walkways and driveway, remove branches, litter or toys
- Add color and fill in bare spots with plantings
- Remove mildew or moss from walls or walks with bleach and water or other cleaner
- Take stains off your driveway with cleanser or kitty litter
- Stack woodpile neatly
- Clean and repair patio and deck area
- Remove any outdoor furniture which is not in good repair
- Make sure pool or spa sparkles
- Replace old storm doors
- Check for flat-fitting roof shingles
- Repair broken windows and shutters, replace torn screens, make sure frames and seams have solid caulking
- Hose off 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.
- Make sure doorbell is in good working order

## General Interior Tips

- Add a fresh coat of interior 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, vacuum blinds, wash window sills
- 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; keep papers, toys, etc. picked up--especially on stairways
- Repair problems such as loose door knobs, cracked molding, leaking taps and toilets, squeaky doors, closets or screen doors which are off their tracks
- Add dishes of potpourri, or drop of vanilla or bath oil on light bulbs for scent
- Secure jewelry, cash and other valuables

## The Living Room

- Make it cozy and inviting, discard chipped or worn furniture and frayed or worn rugs

## The Dining Room

- Polish any visible silver and crystal
- Set the table for a formal dinner to help viewers imagine entertaining here

## The Kitchen

- Make sure appliances are spotless inside and out (try baking soda for cleaning Formica stains)
- Make sure all appliances are in perfect working order
- Clean often forgotten spots on top of refrigerator and under sink
- Wax or sponge floor to brilliant 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
- Make sure tile, fixtures, shower doors, etc. are immaculate and shining
- Make sure all fixtures are in good repair
- Replace loose caulking or grout
- Make sure lighting is bright, but soft

## The Master Bedroom

- Organize furnishings to create a spacious look with well-defined sitting, sleeping, and dressing areas

## The Garage

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

## 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 lighting

## When It's Time To Show

- Make sure your property profile folder, utility bills, MLS profile, house location survey, etc. are available
- Open all draperies 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 strategically placed fresh flowers
- Open bathroom windows for fresh air
- Pop a spicy dessert or just a pan of cinnamon in the oven for aroma
- Turn off the television and turn on the radio music at a low volume
- Make a fire in the fireplace if appropriate
- Put pets in the backyard or arrange for a friend to keep them
- Make sure pet areas are clean and odor-free
- Make sure all trash is disposed of in neatly covered bins



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**OUTLAND & ASSOCIATES**

# Additional Real Estate Resources

You may want to search schools, demographic & crime data, weather, restaurants, etc. We have compiled a list of resources that provide comprehensive data. If you do not have internet access, we will gladly print information on request.

## Schools:

[www.greatschools.org](http://www.greatschools.org)  
[www.education.com/schoolfinder](http://www.education.com/schoolfinder)  
[www.schooldigger.com](http://www.schooldigger.com)

## Demographic and Crime Information:

[www.melissadata.com/lookups](http://www.melissadata.com/lookups)  
[www.zipwho.com](http://www.zipwho.com)  
[www.spotcrime.com](http://www.spotcrime.com)  
[www.crimereports.com](http://www.crimereports.com)  
[www.census.gov](http://www.census.gov)



## Weather:

[www.theweathernetwork.com/forecasts/statistics/list](http://www.theweathernetwork.com/forecasts/statistics/list)  
[www.wunderground.com/history](http://www.wunderground.com/history)  
[www.accuweather.com](http://www.accuweather.com)

## Restaurants:

[www.yelp.com](http://www.yelp.com)  
[www.tripadvisor.com/restaurants](http://www.tripadvisor.com/restaurants)  
[www.fodors.com/world/restaurant-reviews.html](http://www.fodors.com/world/restaurant-reviews.html)

## Walk Score:

[www.walkscore.com](http://www.walkscore.com)



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## In Conclusion

**When you choose Jo Ann Outland  
you will receive:**

- Excellent service and support.
- A market analysis of your home.
- A winning marketing plan.
- Every effort to sell your home promptly.
- The resources of Outland & Associates Real Estate.

***List Your Home Now  
with Jo Ann Outland!***



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