

COMPARATIVE MARKET ANALYSIS



2717 Starbird Costa Mesa Ca 92626

PREPARED FOR

The Hunters

DECEMBER 30, 2010

Simply put, a Comparative Market Analysis, or CMA, is a report used to determine the fair market value of a home. Based on local market data, a CMA takes into account recent and pending sales as well as current listings. From this information, we can establish an appropriate listing price for your house. This price may need to be adjusted as the market changes to ensure that your house remains competitively priced.

The fair market value of a home is determined by the dollar amount a knowledgeable buyer and seller would agree on within a reasonable amount of time (usually within 90 days). The fair market value is only an estimate. It also takes into consideration such things as location and home condition. Price adjustments are based on fluctuations in the market, interest, and motivation.

This CMA report includes information on current local listings and other recently sold (or pending sales) in your neighborhood. Although no house is exactly like yours, these are the most similar properties and are often the ones that appraisers use to determine home values. Also factored in are things such as; square footage, location, amenities, property condition, and existing financing.

All included data has come from the most reliable sources: local real estate firms, title companies, and the Multiple Listing Service (MLS).



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**Company
Logo**

A "short sale" is a sale of real estate in which the sale proceeds fall short of the balance owed on the property's loan. It often occurs when a borrower cannot pay the mortgage loan on their property, but the lender decides that selling the property at a moderate loss is better than pressing the current debtor. Both parties consent to the short sale process, because it allows them to avoid foreclosure, which then involves hefty fees for the bank and poorer credit report outcomes for the borrower.

A foreclosure is the legal process by which an owner's right to the property is terminated, usually due to default. This typically involves a forced sale of the property at public auction, with the proceeds being applied to the mortgage debt.

Foreclosures or short sales are indeed going to affect the market value of neighboring homes in one way or another. Whenever a house sells in a neighborhood, the amount at which the house is sold is noted and has an effect on general housing prices within the same locality. If your neighboring house is facing short sale or foreclosure, then the house sells for much less than it would have if it hadn't gone into foreclosure. Additionally, if that foreclosed house is similar to yours in size and attributes then this can depreciate the market value of your house.

The same is true when people sell their homes for less than the homes are actually worth because they just want to get rid of mortgage loan. Every real estate transaction in your neighborhood has the potential to bring up or bring down the market value of your home. Every real estate market is different. Your real estate professional's main goal is to get you the best price in any market.

The value of a home is based on much more than just the house itself. There are many factors that need to be considered to determine that value:

Location

- Location is often the number one factor that determines the home value.

Price

- It is crucial to set a realistic price from the beginning. The price will affect how long a home stays on the market. This CMA will help establish an appropriate price point. The asking price may need to be adjusted once the house has been on the market for a time.

Competition

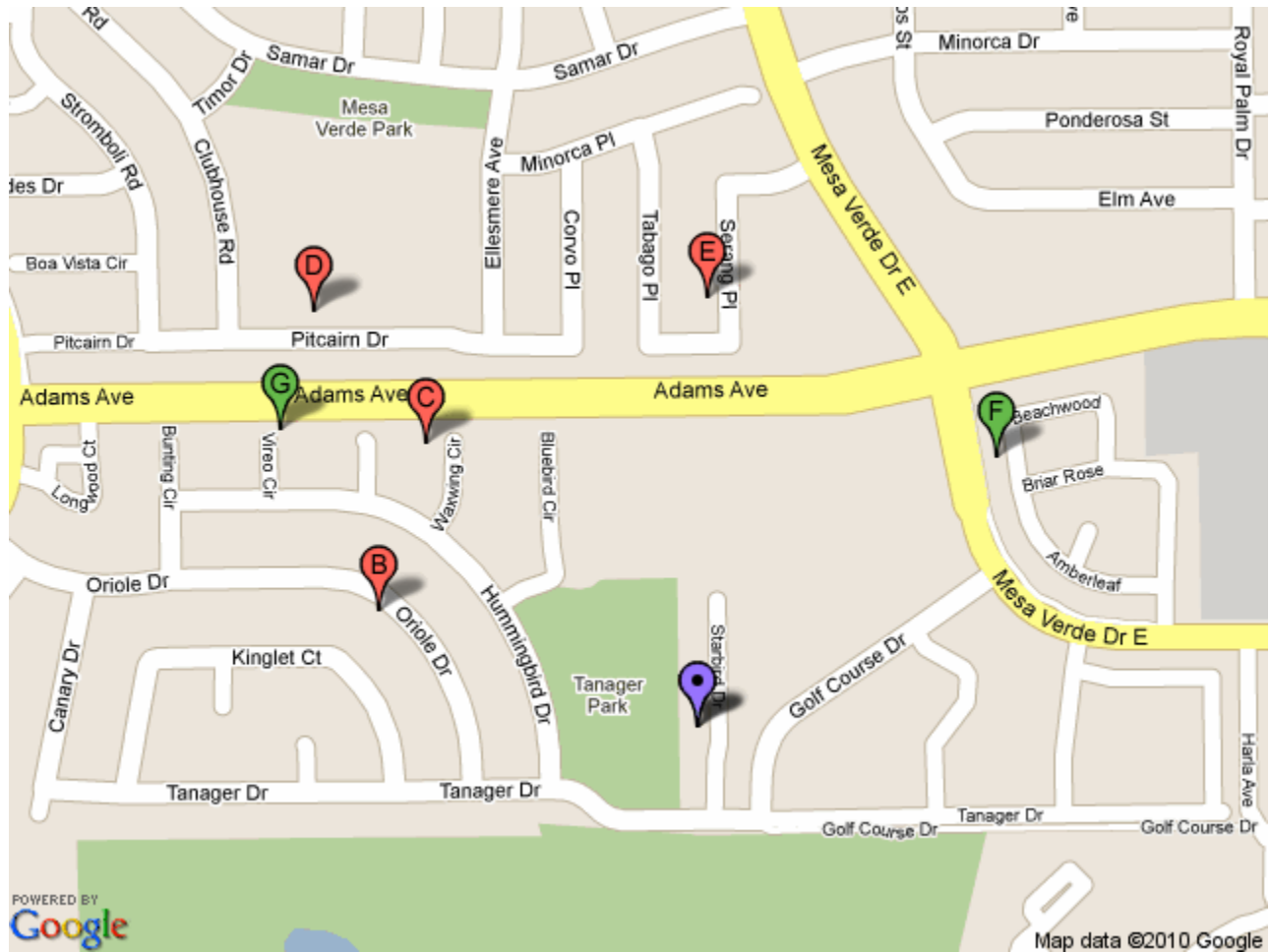
- Buyers will compare the price of your home to similar properties available in the area as well as those that have recently sold.

Condition

- First impressions are important. Buying a home is both emotional and subjective, therefore, make sure that your home looks good both inside and out.

Current Market

- The real estate market is in a constant state of flux. It cannot be manipulated and is difficult to forecast.
- Conditions such as foreclosures and short sales significantly impact home values.
- Marketing plans must be flexible.



	MLS #	Status	Address	Price
SP	Subject		2717 Starbird Costa Mesa Ca 92626	
A	P678761	S	2717 Starbird Dr, Costa Mesa	\$1,250,000
B	P728250	S	1797 Oriole Dr, Costa Mesa	\$915,000
C	P737236	S	2793 Waxwing Cir, Costa Mesa	\$620,000
D	S608148	S	1800 Pitcairn Dr, Costa Mesa	\$630,000
E	U10002608	S	2833 Serang Pl, Costa Mesa	\$665,000
F	P718206	A	1571 Amberleaf, Costa Mesa	\$885,000
G	U10003404	A	2798 Vireo Cir, Costa Mesa	\$825,000

Sold Listings

Address	Beds	Baths	SqFt	List Price	Sold Price	Sold Date
2717 Starbird Dr	4	4.0	4,108	\$1,250,000	\$1,250,000	3/4/2010
1797 Oriole Dr	5	3.0	3,000	\$950,000	\$915,000	10/18/2010
2793 Waxwing Cir	4	2.0	2,164	\$620,000	\$620,000	10/27/2010
1800 Pitcairn Dr	3	2.0	1,610	\$635,000	\$630,000	4/16/2010
2833 Serang Pl	3	2.0	2,011	\$665,000	\$665,000	7/22/2010
Averages			2,578	\$824,000	\$816,000	

Active Listings

Address	Beds	Baths	SqFt	List Price	Sold Price	Sold Date
1571 Amberleaf	4	3.0	2,558	\$885,000		
2798 Vireo Cir	4	3.0	2,904	\$825,000		
Averages			2,731	\$855,000		

2717 Starbird Dr, Costa Mesa

\$1,250,000

LISTING INFORMATION

MLS#: P678761	Beds: 4	Sq Ft: 4,108	Sold Date: 3/4/2010
Status: Closed	Baths: 4.0	Year Built: 1974	DOM: 360

FEATURES

Lotsize: 6270; **Acres:** 0.14; **Stories:** Two Level; **Status details:** Closed; **Mello Roos:** No; **Spa:** None; **Water:** District/Public (N); **Interior:** Cathedral-Vaulted Ceilings, Recessed Lighting; **Appliances:** Dishwasher; **TB map code:** 858H7; **Heating:** Baseboard; **Cooling:** Central A/C; **Floors:** Hardwood; **Kitchen:** Gourmet Kitchen (N); **Exterior:** Stone and Wood, Stucco; **Cross streets:** Tanager/Starbird; **Builders tract name:** Buccola II; **View:** Park Or Green Belt View; **Roof:** Wood Shake; **Pool:** No Pool;

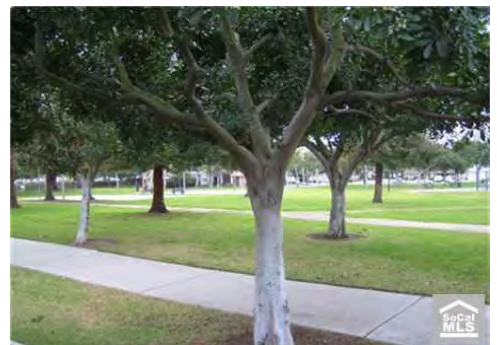
REMARKS

New construction from almost top to bottom. The views from the back yard and upstairs balcony overlooking tranquil 'private' park and sunsets are memorable. Great room with fireplace, built in entertainment center, double sided custom stacked stone fireplace and views to rear yard. The formal dining room can seat a dozen people yet feels intimate with the warm use of judges paneling, over sized moldings and casements that run through out the home. On the second floor there are two master suites.....the smaller of the two being so spacious and well designed that upon first inspection you might think that is THE master.....Wait until you see the real thing....vaulted ceilings built in plasma entertainment cabinet and dresser are the first eye treat....look around and you see the most opulent bath set up in the city.



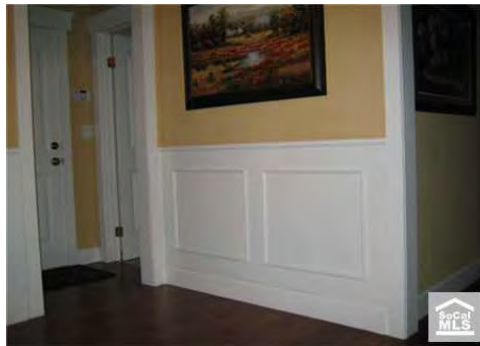
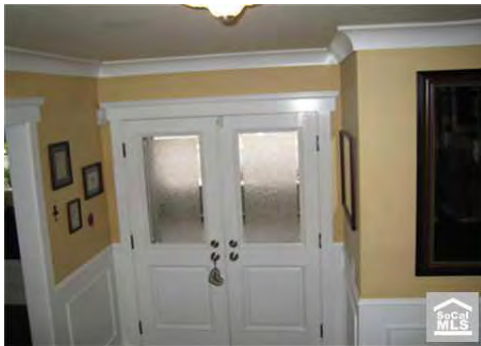
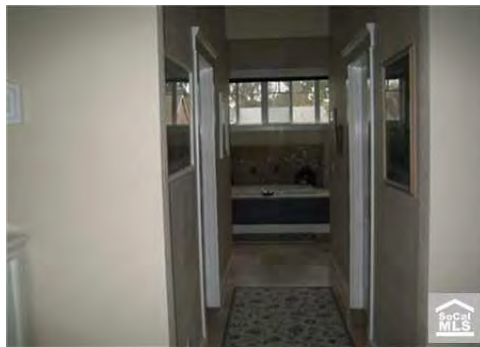
2717 Starbird Dr, Costa Mesa

\$1,250,000



2717 Starbird Dr, Costa Mesa

\$1,250,000



1797 Oriole Dr, Costa Mesa

\$915,000

LISTING INFORMATION

MLS#: P728250	Beds: 5	Sq Ft: 3,000	Sold Date: 10/18/2010
Status: Closed	Baths: 3.0	Year Built: 1972	DOM: 203

FEATURES

Lotsize: 8100; **Acres:** 0.19; **Stories:** Two Level; **Lot description:** Sidewalks, Lot-Level/ Flat; **Status details:** Closed; **Mello Roos:** No; **Spa:** Private Spa, Private Spa; **Water:** District/ Public (N); **Interior:** Cathedral-Vaulted Ceilings, Crown Moldings, Storage Space; **Appliances:** Dishwasher; **TB map code:** 858G6; **Heating:** Forced Air; **Cooling:** Central A/C; **Floors:** Marble; **Kitchen:** Gourmet Kitchen (N), Open to Family Room; **Exterior:** Stucco; **Cross streets:** Adams / Placentia; **Builders tract name:** Buccola I; **Patio:** Covered; **View:** No View; **Roof:** Flat Tile; **Pool:** Private Pool;

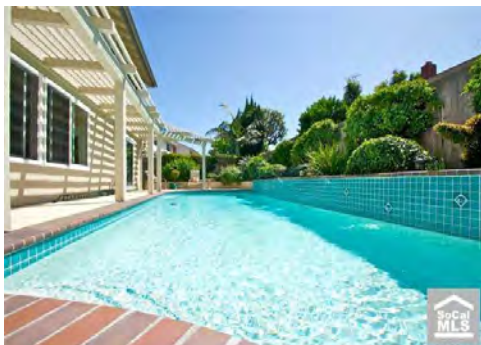
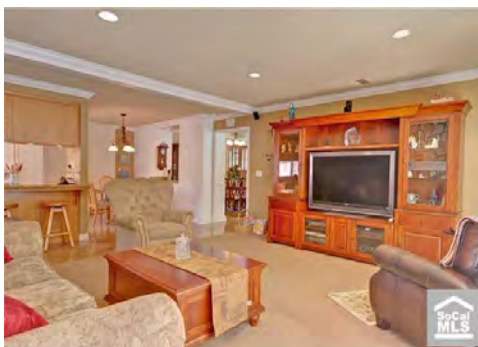
REMARKS

We can say with certainty that you will instantly fall in love with this stylish 5 bedroom home. One of the most well cared for homes we have had the opportunity to represent in years. Marble floors, new carpets and paint. ALL new interior doors, recessed lights and wired for surround sound. the new kitchen overlooks giant family room and pool area. The size of the private bedrooms are extraordinary. The master bathroom and walk in closet professionally designed by California Closet. Fine finishes abound. Open cabinets and check out the quality. Walk to neighborhood park.



1797 Oriole Dr, Costa Mesa

\$915,000



1797 Oriole Dr, Costa Mesa

\$915,000



2793 Waxwing Cir, Costa Mesa

\$620,000

LISTING INFORMATION

MLS#: P737236	Beds: 4	Sq Ft: 2,164	Sold Date: 10/27/2010
Status: Closed	Baths: 2.0	Year Built: 1972	DOM: 151

FEATURES

Lotsize: 7313; **Acres:** 0.17; **Stories:** One Level; **Status details:** Closed; **Mello Roos:** No; **Spa:** None; **Water:** Meter on Property (N); **Interior:** Living Room Entry (N),Block Walls; **Appliances:** Refrigerator; **TB map code:** 858H6; **Heating:** Central Furnace; **Cooling:** Central A/C; **Floors:** Carpet - Partial (N); **Kitchen:** Gourmet Kitchen (N); **Exterior:** Brick; **Cross streets:** placentia/ adams; **Builders tract name:** Mesa Verde Custom Homes; **Patio:** Awning; **View:** No View; **Roof:** Composition; **Pool:** No Pool;

REMARKS

beautiful area culdesac street four bed 2 bath contemporary kitchen liv room family room large back yard beautiful palm trees in the front a must see for your clients property is very close to tananger park it is mesa verde east bird streets



2793 Waxwing Cir, Costa Mesa

\$620,000



1800 Pitcairn Dr, Costa Mesa

\$630,000

LISTING INFORMATION

MLS#: S608148	Beds: 3	Sq Ft: 1,610	Sold Date: 4/16/2010
Status: Closed	Baths: 2.0	Year Built: 1962	DOM: 40

FEATURES

Lotsize: 8460; **Acres:** 0.19; **Stories:** One Level; **Status details:** Closed; **Mello Roos:** No; **Water:** District/Public (N); **Appliances:** Dishwasher; **TB map code:** 858G6; **Heating:** Forced Air; **Cooling:** None; **Floors:** Carpet - Partial (N), Ceramic Tile; **Kitchen:** Corian Counters (N); **Exterior:** Stucco, Wood; **Cross streets:** Club House Rd & Mesa Verde W; **Builders tract name:** Pacesetter One Story; **Patio:** Concrete Slab; **View:** No View; **Roof:** Composition Shingle;

REMARKS

FANTASTIC INNER-LOOP LOCATION. Three bedroom, two bath single story pool home. This is the 3 bedroom model that everyone absolutely loves with an flowing, open floor plan. Large remodeled kitchen with solid surface counters, window above the kitchen sink, and open to the family room and extra large dining area. The dining area could easily accomodate a large dining table and is bathed in natural light by a skylight. Berber carpet throughout most of the home, this great floorplan has a master bedroom suite to one side of the home and the other two bedrooms and hall bath are on the opposite side of the home. Home has addition next to master/dining area that adds a room (office/play room/ perhaps additional bedroom?) while still maintaining the open floor plan. 2 Car attached garage with direct access. VERY large backyard with pool and plenty of other backyard space.



1800 Pitcairn Dr, Costa Mesa

\$630,000



2833 Serang Pl, Costa Mesa

\$665,000

LISTING INFORMATION

MLS#: U10002608	Beds: 3	Sq Ft: 2,011	Sold Date: 7/22/2010
Status: Closed	Baths: 2.0	Year Built: 1961	DOM: 43

FEATURES

Lotsize: 7450; **Acres:** 0.17; **Stories:** One Level; **Status details:** Closed; **Mello Roos:** No; **Spa:** None; **Water:** District/Public (N); **Interior:** Built-In Bookcases (N),Crown Moldings,Recessed Lighting; **Appliances:** Dishwasher,Garbage Disposal; **TB map code:** 858H6; **Heating:** Forced Air; **Cooling:** None; **Floors:** Hardwood,Laminated,Linoleum; **Kitchen:** Gourmet Kitchen (N),Greenhouse Window; **Exterior:** Stucco,Wood; **Cross streets:** Mesa Verde Drive E.; **Builders tract name:** Pacesetter One Story; **Patio:** Brick; **View:** No View; **Roof:** Wood Shake; **Pool:** No Pool;

REMARKS

Charming Mesa Verde Inner Loop upgraded & expanded home. Fam. Rm with fireplace added. Also Master bedroom enlarged with French doors out to rear yd. Many, many upgrades t/o home. Possible seperate in-law area complete with seperate kitchen & private entrance. Don't miss this amazing home. Pride of ownership neighborhood. Close to schools, parks, shops and golf courses.



2833 Serang Pl, Costa Mesa

\$665,000



1571 Amberleaf, Costa Mesa

\$885,000

LISTING INFORMATION

MLS#: P718206	Beds: 4	Sq Ft: 2,558	List Date: 1/19/2010
Status: Active	Baths: 3.0	Year Built: 2001	DOM: 344

FEATURES

Lotsize: 4989; **Acres:** 0.11; **Stories:** Two Level; **Lot description:** Fenced-Rear (N); **Status details:** Active; **Mello Roos:** No; **Spa:** None; **Water:** District/Public (N); **Appliances:** Dishwasher; **TB map code:** 858H6; **Heating:** Fireplace, Forced Air; **Cooling:** Central A/C; **Floors:** Ceramic Tile, Carpet; **Kitchen:** Gourmet Kitchen (N); **Exterior:** Stucco; **Cross streets:** Harbor/Mesa Verde Drive; **Builders tract name:** Mesa Verde Collection; **Patio:** Other - See Remarks; **View:** No View; **Roof:** Wood Shingle;

REMARKS

Stunning 4 bedroom, 3 bath 2 story home located in the pristine Mesa Verde Collection! Large open floorplan features inside laundry room, hand tiled entry, main floor bedroom and bathroom, gourmet kitchen, family room fireplace and 3 car garage! Community features huge swimming pool and playground.



1571 Amberleaf, Costa Mesa

\$885,000



1571 Amberleaf, Costa Mesa

\$885,000



2798 Vireo Cir, Costa Mesa

\$825,000

LISTING INFORMATION

MLS#: U10003404	Beds: 4	Sq Ft: 2,904	List Date: 7/27/2010
Status: Active	Baths: 3.0	Year Built: 1969	DOM: 155

FEATURES

Lotsize: 9620; **Acres:** 0.22; **Stories:** Split Level; **Status details:** Active; **Mello Roos:** No; **Water:** District/Public (N); **TB map code:** 858G6; **Heating:** Forced Air; **Cooling:** Central A/C; **Floors:** Ceramic Tile, Carpet; **Exterior:** Stucco, Wood; **Cross streets:** Hummingbird; **Builders tract name:** Mesa Verde Estates II; **View:** No View; **Roof:** Metal; **Pool:** No Pool;

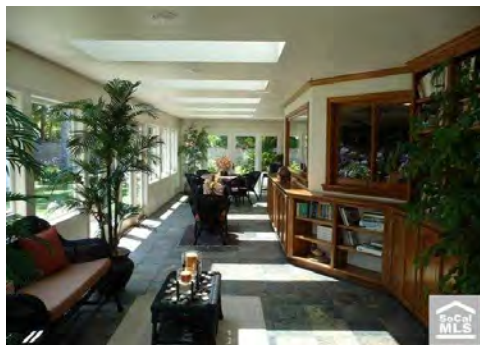
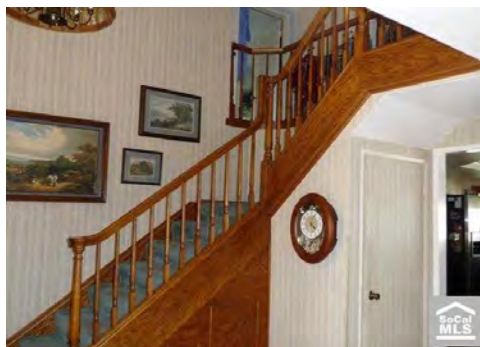
REMARKS

Original owners are retiring and ready to leave their much loved attractive home located on a charming cul-de-sac in the 'Upper Birds' of Mesa Verde. The smaller bedroom upstairs was extended for a large home office, game room, work out room or possibly even 2 more bedrooms. Across the back of the home is a gorgeous enclosed sun porch with skylights and a spa with waterfall. All the windows were replaced with deluxe double pane windows. See extensive list at property of the many improvements and amenities that have been added to this wonderful family home. Located in a pride of ownership neighborhood close to 2 golf courses, several parks and shopping.



2798 Vireo Cir, Costa Mesa

\$825,000



Sold Listings

Number of listings	5
Lowest price	\$620,000
Average price	\$816,000
Highest price	\$1,250,000
Avg price per sqft	\$324
Avg DOM	159



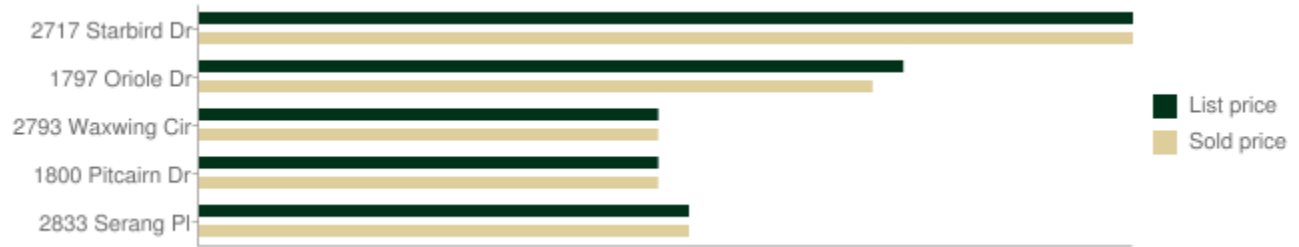
Active Listings

Number of listings	2
Lowest price	\$825,000
Average price	\$855,000
Highest price	\$885,000
Avg price per sqft	\$315
Avg DOM	249

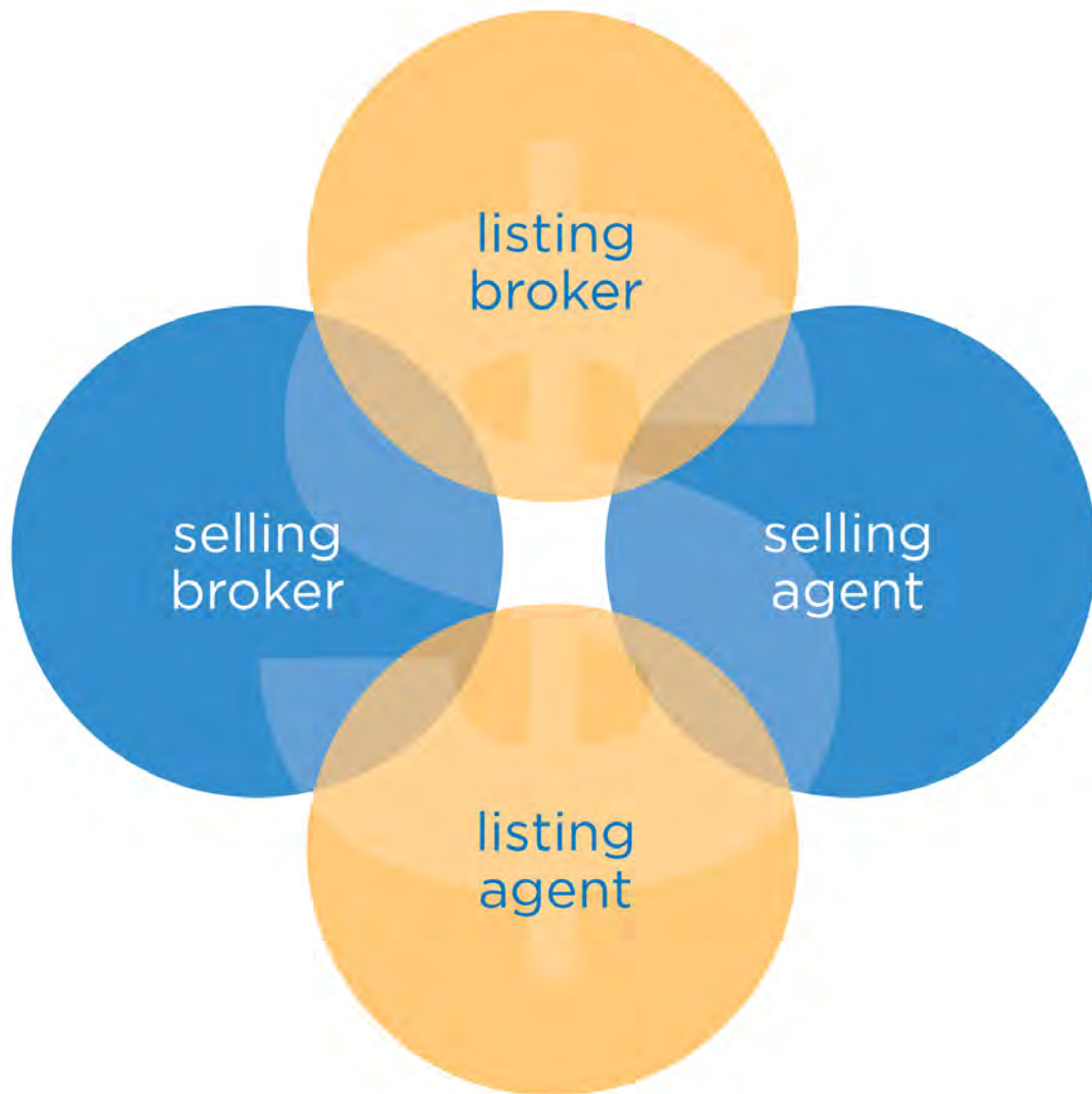


SOLD PROPERTY ANALYSIS

ANALYSIS



Address	List Price	Sold Price	Difference	DOM	\$ per Sqft
2717 Starbird Dr	\$1,250,000	\$1,250,000	0.00%	360	\$304
1797 Oriole Dr	\$950,000	\$915,000	-3.68%	203	\$305
2793 Waxwing Cir	\$620,000	\$620,000	0.00%	151	\$287
1800 Pitcairn Dr	\$635,000	\$630,000	-0.79%	40	\$391
2833 Serang Pl	\$665,000	\$665,000	0.00%	43	\$331
Sold Averages	\$824,000	\$816,000	-0.97%	159	\$324



Selling a home requires the help of a variety of real estate professionals. Each person is compensated for their role in completing the sale of the property. Typically, there are 4 people involved: 2 agents and 2 brokers (one of each representing the buyer and one of each representing the seller).

Selling a home requires a great deal of information and resources, especially if you want to get top dollar sales. Hiring a real estate professional helps the entire process go smoothly and provides you with the most valuable resource you can have. As such, here are key areas where a real estate professional earns their commission:

Pricing

When pricing your home, it is extremely important that it not be set a too high or too low of a price. Undervaluing or overpricing can slow down or impede the sale of a home. Real estate professionals have access to neighborhood information and pricing trends and they are experienced in the home selling process.

Marketing

When you first list your home for sale, your agent has the skill and experience to recommend repairs and cosmetic work that will help enhance your home's appearance and marketability.

Next, your agent will advertise your property. Most buyers go to the Internet first when searching for a home so that will be a big focus. A real estate professional will also provide exposure to other industry professionals and the public. It has been shown that many home sales come about as a result of previous relations with a client and client referrals.

It is important that there is not an overexposure, too. This may cause buyers to see the property as distressed or to assume that the seller is desperate.

Security

When selling your house, your agent will ensure that home showings are supervised. Buyers must go through your agent to schedule a showing, thus being prescreened. This gives you time to prepare your house and gives you a peace of mind knowing that buyers are chaperoned in your home.

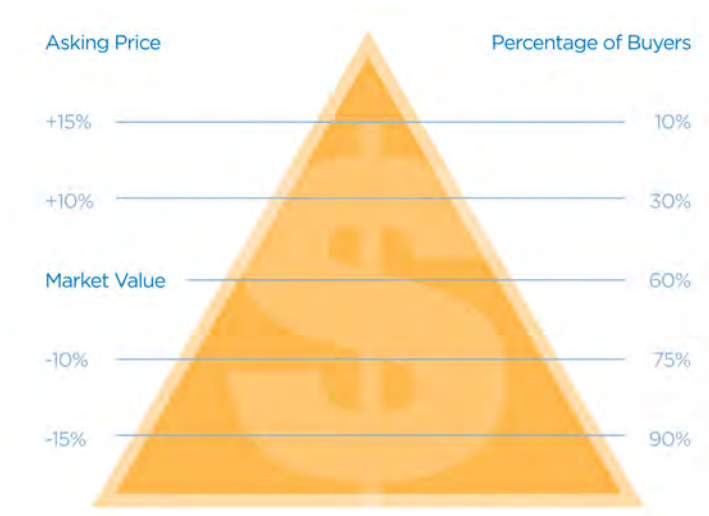
Negotiations

Your real estate agent acts as an objective middle-person. They are perceived as unbiased professionals, and buyers often feel more comfortable negotiating with them. Your agent will help with your initial agreement by writing a legally binding contract to have both parties sign. Then, they guide you through the processes of appraisals, financing and home inspections - all necessary to complete the sale of a home.

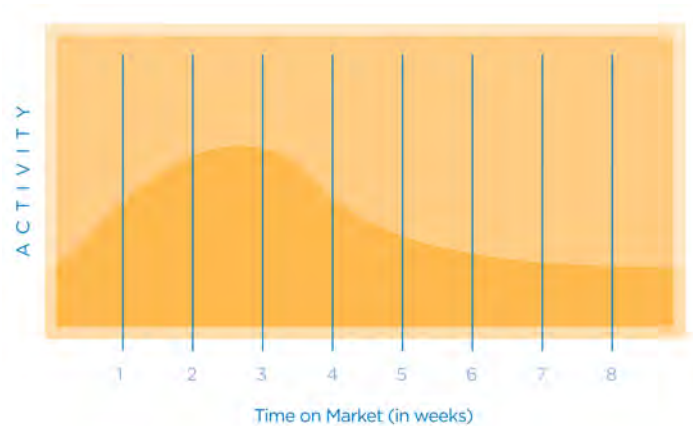
Monitoring, Renegotiating, Closing/Settling

There are many steps involved between a sales agreement and the closing or settlement of a sale. An agent has many industry contacts who can be used every step of the way. Your agent will help you navigate through the steps and complete required paperwork. They ensure that as issues arise, problems get resolved and the intimidating amounts of paperwork get completed accurately.

Competitive pricing attracts more prospective buyers.



Based on the price pyramid, it is clear that more prospective buyers are brought in when a house is listed at a fair market value than if it is listed at a higher than market value. Additionally, even more buyers are brought in when a home is priced below market value.



It is imperative to price a home right from the beginning. Interest in a particular home peaks when it is first listed. This is when the greatest number of real estate agents and prospective buyers come to see a home. Therefore, the highest chance to sell a home at a fair market value is when it first goes on the market.

Exterior

- Curb appeal is important! Most buyers make a decision about a house at first sight. Buyers will respond best if your home has been meticulously maintained.
- Landscaping: Be sure lawn is mowed, edged, watered. Prune trees and weed flower-beds.
- Driveway: Keep garage closed and driveway free of cars and debris.
- Roof: Repair/replace damaged/loose shingles.
- Walkways/Steps/Walls: Keep them clean; minimize cracks and crumbling; keep them clear of obstructions including toys, snow, etc.
- Windows: Check appearance of window coverings from the curb.
- Paint/Caulking: Repair and peeling paint and loose caulking.
- Insects/Rodents: Take steps to eliminate.
- Waste: Pick up any pet waste. Check home appearance from curb - make sure things look clean and clear.

Front Entrance

- As the agent unlocks the home, buyers have extra time to notice small details.
- Eliminate any cobwebs or dirt around doorway entrance, windows, and porch lights.
- Depending on weather, consider putting flowering plants in the entryway.
- Apply a fresh coat of paint to door and frame.

Interior

- Curbside decisions are reaffirmed once the buyer sees the interior of a home.
- Consider hiring a cleaning service to give the home a thorough cleaning and remove all clutter.
- Crowded rooms can be made to look more spacious by putting excess furniture in storage.
- Kitchen counters should be clear. Consider what a professional decorator would do.
- Closets and cupboards will be opened! Keep closets, cupboards, even attics neat and orderly.
- Repaint/clean walls windows and floor coverings as necessary with light, neutral shades. Bright rooms look bigger and neutral colors allow buyers to envision their belongings in a home.
- Repair cracked windowpanes, dripping faucets and burned-out light bulbs.
- Inspect plaster, walls/wallpaper, and tiles. Repair cracks, holes or other damage as needed.

Warm and Welcoming

- Make your home inviting so buyers feel welcome.
- Fresh baked cookies in the kitchen and subtle scents of potpourri in bedrooms and baths make your home more inviting and warm.
- Consider placing an attractive set of towels in each bathroom that are only brought out for showings.

Once your home is listed for sale, every effort must be made to keep your home "show ready" at all times. Before each showing and each time you leave your home double check to make sure all is in order and ready for potential buyers to see.

General Preparation

- Review "First Impressions" information.
- Double check for cleanliness and ensure both interior and exterior repairs have been made.
- Eliminate clutter in all areas.
- Open drapes/blinds and turn on lights so the home looks bright and cheerful.
- Consider filling candy dishes, putting out fresh flowers, etc.

Kitchen

- Make sure all dishes are clean and put away.
- Clear off and wipe down countertops.
- Consider baking cookies or simmering some vanilla/cinnamon to create a homey feeling.

Dining Room

- Place a pretty centerpiece on the table.
- Consider setting the table with fine china.
- Light the chandelier.

Bathrooms

- Wipe down all surfaces.
- Close toilet lid and replenish toilet tissue supply.
- Put out fresh linens and soap.
- Consider putting out a lightly scented potpourri.

Bedrooms

- Make bed.
- Put away clothes, toys, etc.
- Make sure closets are neat and orderly.

Other Living Areas (Living Room/Family Room/Den)

- Straighten pictures on walls.
- Fluff pillows and couch cushions.
- Clear off clutter from tables, etc.
- Consider adding a few neatly potted plants or fresh flowers.

Several weeks before the move:

- Clean out and sell/donate/discard items that you do not need or do not wish to move.
- Request quotes from a few different moving companies.
- Contact insurance companies to change address for coverage.
- Contact Utility Companies to shut off existing service and to request service in your new home.
- Medical/Dental: Have prescriptions on hand or transferred to new doctors; Get referrals for medical professionals in your new area; have copies of birth certificates, medical records, etc.
- Arrange moving your pet(s) if necessary.
- Obtain packing materials and begin packing.
- Change your address with the post office, credit cards companies, magazine subscriptions, friends and family, etc.
- Cancel services such as newspaper delivery, lawn service, pest control, etc.
- Use up perishable foods.

Moving Day

- Have payment on hand for the movers.
- Have cash/travelers checks on hand to cover expenses until you can get to a bank at your new destination.
- Hand carry valuables and important documents yourself.
- Once your house is empty - go through and double check closets, cabinets, etc to make sure you did not leave anything behind.
- Have plans for pets and small children while the moving truck is being loaded.
- Give the house a final clean up.
- Leave your new contact information with the new residents so they can forward any mail that slips through the cracks.
- Leave house keys with your real estate agent.

At your new address:

- If you are moving to a new state, register your car within 5 days to avoid penalties; apply for a new driver's license.
- Register children for school.
- Find new doctors, dentists, etc.
- Register to vote.
- Begin unpacking. Take photos of any damaged items and save packing materials that involved broken items to help support claims filed with the moving company.
- Relax and enjoy your new home!