



Selling Your Home

An Introduction to Us & Our Process



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Keller Williams Upstate NY Properties

First, thanks for inviting us!

1. It's all about you:
Discussion about you, your needs, desires and expectations and your home!
2. Review of our Pre-listing Package:
Discussion about Catskill Country Living Team & Keller Williams and what sets us apart—our services, our approach, and how we get homes sold
3. Review of our Market Research for your area
4. Tour of your Home/Property
Measurements
Initial Photography
5. Discuss staging and photography
6. Decide to work together:
Review, fill-out and sign documents
Showing arrangements / instructions
Keys/Lock Box
Sign

1. Why are you moving? _____

2. Do you need to sell within a certain time frame? Yes ☐ No ☐
3. How long have you lived in your present home? _____
4. Do you have a survey of the property? Yes ☐ No ☐
5. Previous selling experience:
How long ago? _____ Did you use a Realtor? _____
Positive or Negative experience? _____
6. What major improvements have you made on your present home? _____

7. Has your home been on the market before? Yes ☐ No ☐
How did you arrive at the price? _____
Why do you think it didn't sell? _____
8. How is the home presently financed? Yes ☐ No ☐ Is it assumable? Yes ☐ No ☐
How much do you currently owe? _____
9. How do you feel about owner financing? _____

10. Are you aware of any recent sales in the immediate area? _____
11. Any appraisals done on the property? Yes ☐ No ☐ What was the appraised value? _____ (if insurance appraisal, indicate if it was for replacement value)
12. What are your major concerns about making a move? _____

13. What is most important to you: Price ☐ Timing ☐ Convenience ☐
14. What would it do to your plans if you couldn't sell? _____
15. What are the top 3 things that need to happen during this transaction to make it a desirable experience?
1. _____
2. _____
3. _____
16. How do you prefer to be communicated with--by cell phone, landline, text message or email?
17. How frequently would you like and update on marketing and showings?
- Weekly ☐ Twice a month ☐ Other _____
18. Are you comfortable using technology-- viewing documents online, etc? Yes ☐ No ☐
19. Is there anything else you feel I should know?
- _____
- _____
- _____

Our real estate business is founded on one guiding principle >



It's all about you.

Your needs

Your dreams

Your concerns

Your questions

Your finances

Your time

Your life

Our focus is on your complete satisfaction. We've had a long very successful career in service industries, primarily in marketing and design. We've worked in large companies and small, for ourselves and for others. Our clients have included everything from large Fortune 500 companies to small mom and pop shops. And at the root of it all was a fundamental goal of not just meeting, but exceeding client expectations.

Our professional reputation is that of people who get the job done. And because of that, our businesses were, and continue to be built on repeat customers and referrals. Good service speaks for itself. We look forward to the opportunity to earn your referrals too!

We have a team of professionals working with us, and we operate as Catskill Country Living. Together, we make sure your property gets the exposure it deserves and in front of the right buyers.

Introduction to Our Process

Communication

Your needs always come first. We provide the service we agree to, in the ways that work for you, whether once a week, once a day, by phone, email or text message. That's how we'll do it. **You'll always be kept in the loop.** From listing to closing, you'll know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted. We'll agree on the communication method that works best for you.

Expertise & Diligence- We go beyond the 3 P's.

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, we will capably remove many potential challenges before they have the opportunity to appear.

Our approach in serving our clients is a unique blend of low-tech people skills and high-tech cutting edge marketing skills. While many agents rely on the traditional 3 P's (posting on the MLS, placing a sign in your yard, praying for results), we develop an expansive and targeted marketing plan for each property we list. Our approach has 3 additional P's -whether it is talking on the phone, meeting potential buyers, or communicating with you, the seller, we are always professional, positive and proactive. And our proactive includes a wide range of **modern, results-driven tactics**.

Pricing

Your home will be priced right, adjusted as needed, to achieve a timely sale. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at our fingertips.

What You Get from Us

Staging & Presentation

Homes sell because of correct pricing and great presentation, in person and online. **We know what it takes to make the terrific first impression that will get your home sold.** Our presentation services include providing and implementing recommended staging strategies and high-quality property photography for marketing materials, online and print.

Marketing

Your home will get the exposure it deserves. Our marketing systems maximize your property's exposure. Neighborhood tracking tools and targeted buyer strategies allow us to reach active buyers who want to know about your listing. As digital marketing and branding experts, we bring **incomparable skill to marketing client properties**. We employ both offline tactics such as, open houses, flyers, and brochures, as well as online, targeted marketing tactics that give your property the broadest exposure possible. We identify the ideal buyer for your home and develop targeted strategies to reach them wherever they are- local or not. With our expertise in branding, we can identify the unique and differentiating qualities of your property and promote them to your best advantage.

We get your property in front of the right people, and in the best light.

Satisfaction

We guarantee your satisfaction. Our relationship is dependent on meeting your needs. We identify those needs together, and our cancellation guarantee protects your right to end our relationship if you're disappointed.

The Home Selling Process

We are committed to sell your home for the most money, in the shortest amount of time, and with the least amount of hassle possible. We will prepare a competitive price recommendation, and provide a step-by-step process for preparing your home for sale.

When we've earned your business and we agree to move forward with an agreement to hire us to assist in the sale of your home, we move into the next three phases of the selling process.

1. Servicing and Marketing

Our Strategic & Targeted Marketing Plan will begin. We will identify the ideal buyer(s) for your property and create a detailed buyer persona (income, interests, zip code, age, gender, etc) that will guide our marketing efforts as we outline strategies to reach them. (Our marketing details are addressed later in this PDF). We'll proactively communicate on a regular basis to keep you updated on the status of inquiries, showings, and feedback.

2. Offers and Negotiations

Every offer presented will be discussed in detail with you. We will point out the pros and cons of each offer and negotiate with the buyer's agent on your behalf to earn you the most money in the shortest time. You will always make the final decision as to which offer to accept.

3. Contract to Close

We will coordinate the closing process, managing all the details and all the paper-work, while keeping you in the loop. We will track and monitor every phase of the inspection, title, and lending process, and complete the close with the least amount of hassle to you.

A Smooth Closing

The closing process finalizes the sale of your home and makes everything official. Also known as settlement, the closing is when you get paid and the buyer receives the deed and keys to your home.

Sellers Commonly Pay the Following At Closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Document stamps (or taxes) on the deed
- Real estate commission
- Legal fee or title insurance premium

After the closing, make sure you keep the following for tax purposes:

- Copies of all closing documents
- All home improvement receipts on the home you sold

The Closing Appointment

The closing agent will look over the purchase contract and identify what payments are owed and by whom; prepare documents for the closing; conduct the closing; make sure taxes, title searches, real estate commissions, and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any monies due to you.

Bring to the closing:

- House keys
- Garage door opener(s)
- Your picture ID

Get Ready to List— What will it sell for?

The market tells us how much your home is worth. We will advise you on pricing after our thorough market analysis of your property, and with our recommendation, you will make the final decision.

The **price is what buyers will actually offer and competing sellers are accepting**, and it's **based on the current market**—those properties that have recently sold. This locally set market price will influence whether buyers even see your home in their online search, whether they schedule an in-person showing, and what price they will ultimately offer.

Five Factors Affecting the Value of Your Property

1. Price	2. Location	3. Condition	4. Competition	5. Timing
<p>1. Price – Based on Recent Sales</p> <p>Comparable homes in the area that have recently sold are how buyers and their agents will determine the fair market value for your home.</p> <p>NOTE: Of these five factors, you can only change two: the price and the condition.</p>	<p>2. Location</p> <p>Location is one of the most important factors in determining the value of your property.</p>	<p>3. Condition</p> <p>The condition of the property affects the price and the speed of the sale.</p> <ul style="list-style-type: none">• Prospective buyers often make purchases based on emotion, so first impressions are important.• We'll advise you in optimizing the physical appearance of your home to maximize the buyer's perception of value.	<p>4. Competition</p> <p>Prospective buyers are going to compare your property—both the condition and the price—to other active listings in and around your neighborhood. In order to get buyers' attention away from your competition and focused on your home, we will be competitive by properly pricing and staging your home.</p>	<p>5. Timing</p> <p>Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that takes advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.</p>

Risks from Inaccurate Pricing:

Determining the correct selling price for a home is one part art, one part science. A well-priced home creates interest, attracts buyers, generates showings, and produces offers, all very quickly. Determining the best list price should be dictated by the market.

Risks of Pricing too High

- **Squander the early Days**— Listings get the most showings within the 1st 30 days. This is when sellers have the upper hand. The longer a home sits unsold, the more negatively it is viewed. Potential buyers feel empowered and bring low ball offers. The final selling price ends up lower than had you priced market-appropriate from the start.
- **Online Search Issues**— Most buyers conduct the home search online using set search parameters around their defined budgets. If your home is priced above its value, to accommodate negotiations, your home will be missed by the buyers who can afford it.
- **Appraisal Problems**— You may get lucky and get a buyer at your higher price. However, if the buyer is financing the purchase, the home will need to appraise for the selling price. The amount the bank will lend the buyer is based on the appraised value of the house rather than the agreed upon purchase price between the buyer and seller. The appraiser will use the prices of recently sold nearby comparables to help determine the value of your house.

Risks of Pricing too Low

- **Too Good to be True**—An under-priced home could attract buyers and potentially sell quickly, but it may detract buyers who wonder “what’s wrong with it?” as well as be overlooked by buyers looking in a slightly higher price range.
- **Online Search Issues**—Much like the issue around pricing too high, most buyers use a window of a low and a high number to set their search parameters. If you are priced below their range, your home won’t be seen.

Great Condition Sells!

The 1st Impression Begins at the Curb

- Keep grass freshly cut.
- Weed and apply fresh mulch to garden beds and plant small flowers.
- Remove all yard clutter.
- Apply fresh paint or stain to fences.
- Paint the front door, and add a new welcome mat.
- Clean windows inside and out.
- Wash or paint home's exterior.
- Tighten and clean all door handles.

Interior Should Be Bright and Inviting

- Clean or add a fresh coat of paint to walls and ceilings.
- Shampoo carpets and scrub floors if needed.
- Clean all bedrooms, bathrooms, blinds, light fixtures, baseboards, vents, and fans.
- Clean out and organize cabinets and closets.
- Repair all plumbing leaks, including faucets and drain traps.
- Remove any extra wall hangings, furniture, knickknacks, photos, and kitchen gadgets (consider a temporary self-storage unit).

For Showings to Buyers

- Turn on all the lights.
- Open window coverings in the daytime.
- Keep pets secured outdoors.
- Play quiet background music.
- Vacate the property while it is being shown.

The Highlights: We get your property in front of buyers – wherever they are



Dedicated Property Website

Your property on its very own website. We feature the best aspects of your property for all the world to see-alone without other properties to distract potential buyers!



Social Media Marketing

The unique selling points of your property shared through targeted social media promotions bringing expanded exposure to potential buyers. By defining your ideal buyer, we can get our ads/posts in front of the right people.



Mobile Apps

Our dedicated real estate app helps buyers maintain a direct connection to all the resources we offer, including all our listings, and vital area details.



Email Campaigns

We keep prospective buyers interest high through helpful, engaging emails. Direct communication informs and alerts everyone to all that matters in real estate.

Details Overview:

Planning

Interview to learn about your needs and your property

Prepare Comparative Market Analysis (CMA) for your home

Identify and define your property's optimal buyer(s) / target demographics

Develop competitive pricing strategy

Identify compelling property features to promote

Develop comprehensive marketing plan to reach targeted buyers

Create expertly crafted property description for promotional use, online and in printed materials, including phrases and search engine key words identified as relevant to a property's target buyers

Marketing

Expert Home Staging advise & implementation to heighten appeal

Comprehensive HDR photography & optional video tours

Featured property on Catskill Country Living website

Design & build dedicated property website for your home, including 'virtual tour', school and area information, property details, extensive photo gallery and downloadable brochure

Publish property on the Multiple Listing Service (MLS) and feed Listing to over 350 online search engines

Syndicate your property on KW's Web network of over 76,000 sites

Social Media promotion on all relevant platforms, including boosted / paid advertising

Broadcast your property to our network of agents and buyers

Optional Open house event hosting & MLS tours

Email marketing & nurturing campaigns to leads

Dedicated agent mobile app to connect with buyers

Sales & Beyond

Show property to all qualified buyers

Provide actionable feedback on showings

Measure all marketing efforts

Report Results

Updates on market developments

Advise on financing options for buyers

Representation in offers & terms negotiations

Inspection, title and walk-through support

Closing process oversight

For more in-depth details on our complete list of seller services, call us at 607 435 0470 or 607 435 0736 or email info@catskillcountryliving.com

Examples:



^ Dedicated Property Website

Virtual Tours, full details and description, photo gallery, map, area and school information, download-able property brochure, and more



^ Promotion via Social Media (Instagram, Facebook, Pinterest, Twitter, and more...)

< Professionally created integrated social media campaigns promoted to reach targeted demographic audiences



Introduction to Our Process

Catskill Country Living exists to sell real estate.

We provide exceptional customer service in our promise to deliver Real Estate to Appreciate!

Experience

Today, real estate is an online business. Together, we have over 40 years' experience attracting online audiences to products and brands, both large and small. We treat your property like its very own business and market it as if it were an online brand deserving of the highest level of attention. As a Keller Williams agent, we have the world's largest real estate organization as our partner and on-demand resource.

Technology

The team at Catskill Country Living is expert in online marketing and social media marketing. We knowledgeably guide our customers through the maze of property marketing options, carefully selecting those tools and tactics that meet your goals most efficiently.

Expertise

With over 18 years' experience building businesses throughout the Catskill Region, and dozens more of business experience in the tech and marketing centers of New York City, we're in touch with and connected to the centers of activity throughout Manhattan and Brooklyn and the central New York Region.

About Us-Catskill Country Living

Communication

Leveraging the best in today's advanced communication tools, we knowledgeably navigate the communication spectrum, whether through email and text messaging, Facebook, Twitter and Instagram or good old fashioned letters and phone calls, we keep you and your prospects informed and up-to-date.

Our Commitment to You

We know that selling and buying real estate is one of the most important decisions you may ever make. We are committed to helping you achieve your goals. We make the real estate process one you'll truly appreciate.





Reliability

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting your needs first. It reinforces our belief that success is ultimately determined by the legacy we leave with each client we serve.



Track Record

We're proud to work for the world's largest real estate franchise by agent count. It's proof that when you offer a superior level of service, the word spreads fast.



Knowledge

Keller Williams Realty has been named the #1 training company across all industries by Training Magazine. Our training helps us stay ahead of trends in the real estate industry through its comprehensive, industry-educational program.

Thank you for the opportunity to review your property and to present you with this market report and pricing recommendation.

Ideally, when conducting a comparative market analysis with the goal to pricing a home, we compare houses that are very similar in age, style, lot size, and in close proximity. However, rural properties are quite diverse, and far apart. It's often hard to find accurate comparisons. Also, when considering factors such as varying size, land use, natural features and a variety of outbuildings located on a property, the task becomes even more challenging.

Our Approach to a Comparative Market Analysis (CMA)

We find the best approach for conducting rural property market analyses is to select properties with **general similarity**, i.e. square footage or bed or bath counts, but otherwise different. We then make educated adjustments for the differences.

Additionally, for a home we're evaluating (the subject) we identify specific types of buyers, called **buyer personas**. These personas represent the type of buyer we feel the home will appeal to. With these buyers in mind, we select attributes they may want in their ideal home. Then we select homes (the comparables or comps) that recently sold and those actively for sale that would appeal to these buyers. For example, we may select a home to use as a comp that has the same square footage, but is decades older than the subject property. The comp, while older, is updated and therefore, may appeal to buyers because of its modern updates and move-in-ready condition. In other words, we put ourselves in potential buyers' shoes and view the market and your home from their perspective.

The recently sold homes give us an idea of the price buyers were willing to pay for similar types of homes and the actively-for-sale homes represent the subject property's (your home's) competition.

Priced to Sell

The purpose of this review is to help you understand the **nature of the current market**, and to assist you with arriving at a listing price that assures you receive the **best possible price in a reasonable amount of time**.

Properties that are **underpriced** are often **overlooked** by buyers for fear there's something wrong with them. Similarly, **over-priced properties are overlooked** because the home's value isn't comparable to others at the higher price point.

The **true market value of a home is what an able and willing buyer and seller agree to in an arms-length transaction**. If a home sells within a few days of listing, chances are it's listed too low. If months go by with no action, it's likely listed too high. A home priced right will get steady action—regular showings and offers.

The first 30 Days

Sellers are in control the first 30 days a house is on the market. The listing is still new, so you have buyers' attention, as well as agents looking for new listings to present buyer clients.

When **pricing a home too high, you lose valuable time and leverage** with potential buyers. For each month your home is on the market, buyers begin to think something's wrong with it— it becomes stale. And when the price is dropped, you often get less than if you offered a realistic price

initially. The longer a house sits on the market directly translates to a larger discount from list price to ultimate sales price.

Your goal is to be the property that presents the best value at a given price for your market. In other words, when compared to other homes listed at the same price as yours, your home is seen as the best value.

Pricing for Negotiation - Qualified Buyers Won't See Your Home

Sellers often assume they should price their home high to allow room for negotiations. But this approach usually has negative results. The majority of buyers find their homes initially via online searches, and most are prequalified. Whether they're searching on their own, or relying on an agent to find their home, they conduct the search based on a price range that fits their financial situation. If your home is over-priced for negotiations, it never comes up in their searches because it's not within their price range. Your qualified buyers will never see your home. A better approach is to **price accurately, and negotiate low offers to bring them up to your acceptable price.**

The CMA Overview

The following property comparison presents properties that are on the market or have sold within the past 6 months. Each property was selected for having a predominance of similarities in a combination of the following: square footage, room counts, acreage, amenities, location, over-all style and of course, price.

To frame the discussion of the various properties in your market, we begin with a discussion of absorption rate, an indicator realtors use to reveal trends and understand the nature of any given market.

Following that discussion, you will find a tabular presentation of the comparable properties. This tabular overview extends for 4 pages. On these pages, the first property in the left column is always your property. The properties to the right of your column are the comparisons. At the top of each column, to the right of the photos, there is a number. This key number corresponds to a more in-depth details sheet for that specific property. Each detail sheet has basic information on the property, as well as an array of images that allow you to see some of the images other buyers will be seeing and using as a comparison when considering what their dollars can purchase.

After the last page of the details sheet, are additional charts and graphs presenting the selected comps, comparing their pricing, days on market (DOM), listing price to selling price ratio as well as a map showing their relative locations. After the map page, we have included our observations and pricing recommendations. While we are offering our thoughts on how you we would price your home, the final list price is up to you.

Thank you,

Susan Muther and Hazen Reed

Absorption Rate

Absorption rate is the rate at which a market absorbs or eliminates inventory. Or more simply, the number of months it will take to sell all currently listed homes in a specific market. Markets are always changing: new inventory is being added and old inventory is being sold (absorbed). Absorption rate helps bring the fluid market into a measurable snapshot that we can use to predict home prices and sales activity going forward.

When determining Absorption Rate, we base our findings on the previous 6 months activity. This gives us the most recent and relevant data and more importantly it is the same amount of time an appraiser will use when determining your home's value during the mortgage appraisal process.

Calculating Absorption Rate

$$\# \text{ of Homes Sold} \div \# \text{ of months} = \text{Rate}$$

(homes sold/month)

$$\# \text{ of (similar) Homes for Sale} \div \text{Rate} = \text{Absorption Rate}$$

(# of months to sell inventory)

Buyer's Market = Absorption Rates of more than 5 months

Seller's Market = Absorption Rates of less than 5 months

Your Current Market's Absorption Rate

Area Market Survey Property Criteria:

Active & Sold (12/7/16 or after) Residential & Multi-family Property, Priced 200,000 or more, Sq Ft between 3000 or more, Year built before 1930, within a 20 mile radius of your property

6 Homes Sold ÷ 6 = 1 (Houses Sold per Month)

21 Homes For Sale ÷ 1 = 21 (# of months)

21 month Absorption Rate (buyer's market)

Your Current Market: A closer look

Sold Properties

Selling Price Range	Qty	Avg DOM	Summary Price Information	
\$200,000 thru \$249,999	3	214 **	Minimum	\$215,000
\$250,000 thru \$299,999	1	5 **	Maximum	\$512,000
\$350,000 thru \$399,999	1	368 **	Average	\$306,167
\$500,000 thru \$549,999	1	121	Median	\$247,500
	6	189		

Active Properties

Listing Price Range	Qty	Avg DOM	Summary Price Information	
\$200,000 thru \$249,999	6	101	Minimum	\$200,000
\$250,000 thru \$299,999	2	141	Maximum	\$3,950,000
\$300,000 thru \$349,999	2	330	Average	\$674,538
\$350,000 thru \$399,999	2	381	Median	\$375,000
\$450,000 thru \$499,999	3	168		
\$500,000 thru \$549,999	1	284		
\$600,000 thru \$649,999	1	362		
\$850,000 thru \$899,999	1	39		
\$950,000 thru \$999,999	1	570		
\$2,500,000 thru \$2,749,999	1	7		
\$3,750,000 thru \$3,999,999	1	854		
	21	23		

** Highlighted Properties (in this report)

106760 (Comp #1)
 99022 (Comp #2)
 106205 (Comp #3)
 100611 (Comp #4)

** Highlighted Properties (in this report)

105009 (Comp #6)
 103135 (Comp #7)
 100611 (Comp #8)

Competitive Market Analysis



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1



2



3

Feature	Subject Property	Listing# 106760	Notes	Listing# 99022	Notes	Listing# 106205	Notes
Status Desc	Expired	Closed		Closed		Closed	
Address	3084 County Highway 11, Hartwick	517 County Highway 27, Richfield		55 Maple St, Oneonta		48 Maple Ave, Cherry Valley,	
DOM	181	72 (357 with first listings)		522		98	
Original Listing Price	\$395,000	\$245,000		\$320,000		\$249,000	
Listing Price	\$395,000	\$245,000		\$299,950		\$249,000	
Selling Price	\$0	\$335,261		\$280,000		\$249,000	
Selling Date		09/29/16		09/09/16		09/20/16	
Year Built	1836	1828		1900		1862	
Lot Size - Acres	0.6700	11.2100		0.2300		1.1100	
Square Footage	3696	3918		3358		4144	
Price Per Sq Ft	\$0	\$63 (50-55 w/o land)		\$83		\$60	
Bedrooms	6	3		5		6	
Bathrooms	4 (3 1)	4 (3 1)		4 (3 1)		4 (4 0)	
Interior Features Desc	Ceiling Fan(s), Other, Sky-light(s), 4 Fireplaces, Wood Flrs,	Ceiling Fan(s), Kitchen Isle, 3 Fireplaces, Ceramic Tile & Wood Flrs		Cathedral Ceiling, Ceiling Fan(s), High Speed Cable, Kitchen Isle, On Demand Hot Water, Security System, Fireplace		High Speed Cable (Time Warner), Other (Original french doors LR & DR), Walk-In-Closet (Master), Water Filtration Sys (Whole house plus softener), Fireplace and woodstove, Ceramic Tile and Hardwood flrs,	
Exterior Features Desc	Deck, Porch, Storage/ Out-Building (Workshop)	Barn, Patio, Porch		Professional landscaping, Patio (Private, rear, fenced), Porch (Wrap around front, concrete low maint)		Porch, Storage/Out-Building (two)	
Garage Type Desc	Detached 2 car	Attached 2 car		Detached 2 car			
Basement Desc	Full, Walk-Out	Partial		Finished, Full		Full	

Competitive Market Analysis



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4



5



6

Feature	Subject Property	Listing# 100611	Notes	Listing# 108403	Notes	Listing# 105009	Notes
Status Desc	Expired	Closed		Contingent		Active	
Address	3084 County Highway 11, Hartwick	27 Elm St, Oneonta, NY		5 Grand St, Oneonta		211 Bissell Rd, Cooperstown	
DOM	181	340		191		391 (446)	
Original Listing Price	\$395,000	\$279,000		\$249,900		\$695,000	
Listing Price	\$395,000	\$279,000		\$255,000		\$450,000	
Selling Price	\$0	\$215,000		\$0		\$0	
Selling Date		05/24/16					
Year Built	1836	1900		1900		1810	
Lot Size - Acres	0.6700	0.3100		0.1900		5.0000	
Square Footage	3696	4420		4000		3200	
Price Per Sq Ft	\$0	\$49		\$64		\$141 (\$138 w/o land)	
Bedrooms	6	7		6		4	
Bathrooms	4 (3 1)	4 (4 0)		5 (5 0)		3 (2 1)	
Interior Features Desc	Ceiling Fan(s), Other, Sky-light(s), 4 Fireplaces, Wood Flrs,	High Speed Cable, Walk-In-Closet, Fireplace, Wood and Carpet Flrs, 2 staircases, pocket doors, Butler's Pantry, Stained Glass Windows		DSL, High Speed Cable, Walk-In-Closet, Fireplace, Wood flrs, Income Property \$34,200 net		High Speed Cable, Walk-In-Closet, Fireplace, Wood and Carpet Flrs, New Stainless Appliances (2016), Geo Ther-mal Heat	
Exterior Features Desc	Deck, Porch, Storage/ Out-Building (Workshop)	2 Covered Porches		Porch		Greenhouse, Other (original smoke house), Porch	
Garage Type Desc	Detached 2 car	Detached 1 car		Detached			
Basement Desc	Full, Walk-Out	Full		Full		Full	

Competitive Market Analysis



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7



8

Feature	Subject Property	Listing# 103135	Notes	Listing# 100611	Notes
Status Desc	Expired	Active		Active	
Address	3084 County Highway 11, Hartwick	3654 County Highway 35, Middlefield		166 Cattown Rd, Fly Creek	
DOM	181	545		326 (652)	
Original Listing Price	\$395,000	\$449,900		\$329,000	
Listing Price	\$395,000	\$399,900		\$329,000	
Selling Price	\$0	\$0		\$0	
Selling Date					
Year Built	1836	1795		1837	
Lot Size - Acres	0.6700	35.8400		1.5300	
Square Footage	3696	5139		3488	
Price Per Sq Ft	\$0	\$77 (\$58-60 w/o land)		\$94	
Bedrooms	6	4		5	
Bathrooms	4 (3 1)	4 (3 1)		3 (2 1)	
Interior Features Desc	Ceiling Fan(s), Other, Sky-light(s), 4 Fireplaces (Gas & Woodburning), Wood Flrs, Bulters Pantry, On-demand Hot water, NYS Register of Historic Homes, Stenciled Floors	7 Fireplaces, Listed on State & National Registers of Historic Places, Original Wall Mural, Hardwood and Tile Floors, Stenciled Floor, Bulters Pantry, Built-in Cabinets, Original Details		Bar, Cathedral Ceiling, High Speed Cable, Kitchen Isle, Open Beam Ceiling, Fireplace, Wood, Tile and Carpet Floors	
Exterior Features Desc	Deck, Porch, Storage/ Out-Building (Workshop Built 1999), Garden House Built 2003	Barn, Patio, Porch, Storage/ Out-Building		Barn (Original Hops barn), Deck (Wrap around), Other (Hot Tub), Stream (Oaks Creek (good for fishing)), Waterfront, New Roof (2015)	
Garage Type Desc	Detached 2 car	Barn 2 car+		Barn 2 car	
Basement Desc	Full, Walk-Out	Partial		Full	

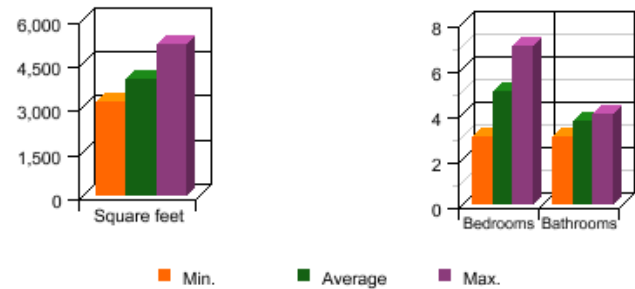
Listings Sorted by Status

CLOSED Properties													
Address	Tax Township		Bd	Bth	SqFt	LotSz	Year	Date	DOM	Orig Price	List Price	Selling Price	SP % LP
517 County Highway 27	Richfield Spr		3	4 (3 1)	3,918	11.2100ac	1828	09/29/16	72	245,000	245,000	335,261	136.84
55 Maple St	Oneonta		5	4 (3 1)	3,358	0.2300ac	1900	09/09/16	522	320,000	299,950	280,000	93.35
48 Maple Ave	Cherry Valley		6	4 (4 0)	4,144	1.1100ac	1862	09/20/16	98	249,000	249,000	249,000	100.00
27 Elm St	Oneonta		7	4 (4 0)	4,420	0.3100ac	1900	05/24/16	340	279,000	279,000	215,000	77.06
Listing Count 4		Averages			3,960				258	273,250	268,238	269,815	100.59
Prices > High 335,261 Low 215,000 Median 264,500													
CONTINGENT Properties													
Address	Tax Township		Bd	Bth	SqFt	LotSz	Year	Date	DOM	Orig Price	List Price		
5 Grand St	Oneonta		6	5 (5 0)	4,000	0.1900ac	1900	10/31/16	192	249,900	255,000		
Listing Count 1		Averages			4,000				192	249,900	255,000		
Prices > High 255,000 Low 249,900 Median 252,450													
ACTIVE Properties													
Address	Tax Township		Bd	Bth	SqFt	LotSz	Year	Date	DOM	Orig Price	List Price		
211 Bissell Rd	Cooperstown		4	3 (2 1)	3,200	5.0000ac	1810	04/12/16	391	695,000	450,000		
3654 County Highway 35	Middlefield		4	4 (3 1)	5,139	35.8400ac	1795	11/10/15	545	449,900	399,900		
166 Cattown Rd	Fly Creek		5	3 (2 1)	3,488	1.5300ac	1837	06/16/16	326	329,000	329,000		
Listing Count 3		Averages			3,942				421	491,300	392,967		
Prices > High 450,000 Low 329,000 Median 399,900													
Report Count 8	Report Averages				3,958				311	317,225	313,356	269,815	

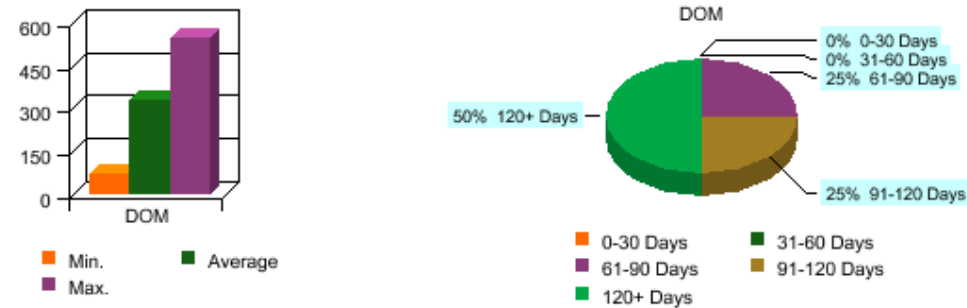
Presented By: Susan Muther Lic: 10401290369 / Keller Williams Upstate NY Properties Phone: 607-435-0470 Office Lic.: 10991215115

Statistical Charts

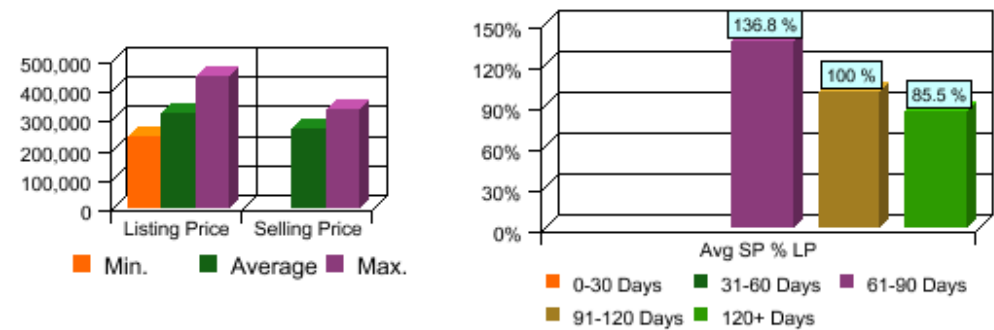
Minimum, Average, Maximum



Days on Market Analysis



Listing Price/Selling Price



Map: Property Locations

Listing #	Status	Street Address	City, State, Zip	Price
 Subject Property		3084 County Highway 11	Hartwick NY 13348	
Comparable Properties (below)				
(1)	106760	Closed	517 County Highway 27	Richfield Springs, NY 13439 \$335,261
(2)	99022	Closed	55 Maple St	Oneonta, NY 13820 \$280,000
(3)	106205	Closed	48 Maple Ave	Cherry Valley, NY 13320 \$249,000
(4)	100611	Closed	27 Elm St	Oneonta, NY 13820 \$215,000
(5)	108467	Contingent	5 Grand Street	Oneonta, NY 13820 \$255,000
(6)	105009	Active	211 Bissell Rd	Cooperstown, NY 13326 \$450,000
(7)	103135	Active	3654 County Highway 35	Middlefield, NY 13450 \$399,900
(8)	106215	Active	166 Cattown Rd	Fly Creek, NY 13337 \$329,000





Closed 09/29/16	Listing # 106760	517 County Highway 27, Richfield Springs	Listing Price: \$245,000
Year Built	1828	Approx Square Feet	3918
Beds	3	Lot Acres (approx)	11.2100
Baths(FH)	4 (3 1)	Tax Id	40.00-1-9.02

Selling Price: \$335,261

Notes:

Listed 9/12 @ 768K, expired after 275 days relisted 7/13 @ 768K expired after 82 days; relisted 7/16 @ \$245K sold within 72 days

Interior Features:

Ceiling Fan(s), Kitchen Isle, 3 Fireplaces, Ceramic Tile & Wood Flrs

Exterior Features:

Barn, Patio, Porch, Attached 2 car garage

Observations:

House was originally listed very high, especially for the market at that time. When listed the last time, it was vacant, so likely owners needed to move it. It was listed very low, and since it sold for higher than list, it possibly had multiple offers. Originally was selling @ \$63/sq ft, adjusted for extra land price was abt \$50-55/sq ft.

Marketing Remarks:

This gorgeous home has so much to offer! Large lot size of 11+ sprawling acres, with 2 barns. Stone exterior, with both a patio and a porch. The kitchen, living room and dining room are large, with updated features, and lots of light. Enjoy the 3 fireplaces. There are 3 large bedrooms, as well as 2 good sized bonus rooms for extra living space. The bathrooms have all been updated and are very nice. This is an outstanding price, make your apt today! The property is offered AS IS, Where Is, Buyer due diligence for information.





Notes:

Listed 4/15 @ 320K, and price increased 5/15 to 369K, reduced 1/16 to 300K and reduced 2/16 to \$ 299,950 sold 2/16 @ 280K

Interior Features:

Cathedral Ceiling, Ceiling Fan(s), High Speed Cable, Kitchen Isle, On Demand Hot Water, Security System, Fireplace

Exterior Features:

Professional landscaping, Patio (Private, rear, fenced), Porch (Wrap around front, concrete low maint) Detached 2 car garage and finished full basement

Observations:

Period home with modern updates reducing historical appeal, Sellers originally listed at a more correct price, but added DOM with the price increase. Sold @ \$83/sq ft.

Marketing Remarks:

Do you love the look of an older home but want new construction? This home is for you. Completely re-done in 2008 by one of Oneonta's premier builders. Perfect for a crowd and entertaining with its open floor plan and access to a wrap around front porch. Enjoy the hardwood floors, a fireplace, dining room and kitchen with island, stainless appliances and solid surface counters. 1st floor is completed by a den/bedroom, 1/2 bath and large walk in closet/mudroom. 2nd floor consists of 3 bedrooms, two baths and master suite with en-suite bath. All rooms have great light and ambiance. Enjoy the convenience of a spacious 2nd floor laundry. Need more space? The finished 3rd floor provides one more bedroom, office and exercise room plus a large finished basement room is great for entertainment or exercise. All of this on a beautifully landscaped low maintenance lot in center city Oneonta. Walk to everything if you want!

Closed 09/09/16

Listing # 99022

55 Maple St, Oneonta, NY 13820

Listing Price: \$299,950

Selling Price: \$280,000

Year Built

1900

Approx Square Feet

3358

Beds

5

Lot Acres (approx)

0.2300

Baths(FH)

4 (3 1)

Tax Id

288.18-1-57





Notes:

Listed 6/16 @ \$249,000, went contingent in 15 days.

Interior Features:

High Speed Cable (Time Warner), Other (Original french doors LR & DR), Walk-In-Closet (Master), Water Filtration Sys (Whole house plus softener), Fireplace and woodstove, Ceramic Tile and Hardwood flrs,

Exterior Features:

Porch, Storage/Out-Building (two)

Observations:

Similar age and room count (1 more full bath), on larger lot and has more sq footage. Has some similar interior architectural features, but original details not maintained consistently thru-out. Was listed competitively (\$60/Sq Ft) and thus, sold quickly.

Closed 09/20/16

Listing # 106205

48 Maple Ave, Cherry Valley, NY 13320

Listing Price: \$249,000

Selling Price: \$249,000

Year Built

1862

Approx Square Feet

4144

Beds

4

Lot Acres (approx)

1.1100ac

Baths(FH)

4 (4 0)

Tax Id

58.10-2-32.00



Marketing Remarks:

A rare opportunity to own a piece of Cherry Valley history. Uplawn, a gracious Victorian home, built as a summer retreat in 1862, served as an ideal setting for Leonard Dakin as he pioneered and perfected stop-action photography. Featured in the book, *The Happy Valley*, this warm, spacious home, with its 6 bedrooms and 4 baths, has plenty of room for family and friends to gather. If you've always wanted to be the proprietor of your own B&B, Uplawn is ready and waiting! Close to Cooperstown, Route 20, and Sharon Springs, it sits on a 1.1 acre quiet corner lot. Original chestnut doors and wide mouldings, high ceilings, hardwood floors, and deep bay windows accent throughout. The carved, double-door entry welcomes you in. To the left is a cozy family room/parlor. To the right is the living room, with maple/cherry floors, fireplace, bright bay window, and french doors that lead to a lovely, warm sunroom. Additional french doors are found in the dining room, and open to one of the side porches. Maple floors, a bay window, and 10' ceilings are found in the spacious dining room, with an adjacent butler's pantry. The eat-in kitchen boasts dramatic, glass-fronted cabinetry, a tin back-splash, maple floor, and stainless appliances. The office/library has its own private entrance, a maple floor, and floor to ceiling bookcases. A charming bedroom with attached bath completes the first floor. The master bedroom, at the top of the stairs, is big and bright with a bay window, attached bath with double sink and a claw-foot tub, and a walk-in closet with a wall of chestnut built-ins! The third bedroom has floor to ceiling windows and its own attached bath. The fourth bedroom is bright and airy, with another big bay window. The fifth bedroom is currently being used as an upstairs family room. A smaller sixth bedroom is serving as a game room/workout area. A huge laundry/craft room finishes the second floor. Plenty of space for the washer/dryer/stand-up sink, as well as a built-in ironing board. An additional staircase leads out from the second floor to another private entrance. With their own private entrances and meters, the first floor office, bed/bath, parlor and/or the second floor laundry, bed/bath, family room, can easily be converted to mother-in-law or income producing apartments. (As they were in the recent past.) The basement is huge and dry, with plenty of room for storage. Uplawn: character, charm, and history. All you could want in a home.



Notes:

Listed 6/15@ 279k and went contingent after 167 days..

Interior Features:

High Speed Cable, Walk-In-Closet, Fireplace, Wood and Carpet Flrs, 2 staircases, pocket doors, Butler's Pantry, Stained Glass Windows,

Exterior Features:

2 Covered Porches, Full basement and detached 1 car garage

Observations:

Period home with many original details thru-out. Similar room count, more sq footage, but smaller lot. More populated setting. Listed very competitively (\$63/sq ft- sold at \$49/sq ft).

Closed 05/24/16

Listing # 100611

27 Elm St, Oneonta, NY 13820

Listing Price: \$279,000

Selling Price: \$215,000

Year Built

1900

Approx Square Feet

4420

Beds

7

Lot Acres (approx)

0.3100

Baths(FH)

4 (4 0)

Tax Id

300.6-1-38



Marketing Remarks:

This Majestic Victorian at the corner of Walnut and Elm is surely a show stopper! The gracious original details include: the grand carved open staircase, 4 sets of pocket doors, butler's pantry, stained glass, front vestibule, hard wood floors, double living rooms, music room, dining room with intricate wood panels, bay windows & window seats. There are 7 bedrooms, 4 full baths, an upstairs sitting area and a back staircase leading down to the kitchen area. Outside there are two covered porches and a beautiful garage with tin ceilings & walls. This is a one of a kind home you need to see, call today for your private showing.



Contingent 11/7/16 Listing # 108403
 Year Built 1900
 Beds 6
 Baths(FH) 5 (5 0)

5 Grand St, Oneonta, NY 13820
 Approx Square Feet
 Lot Acres (approx)
 Tax Id

Listing Price: \$255,000
 4000
 0.1900ac
 300.6-2-60.00

Notes:

Listed 10/16 @ \$249,900, price was increased 11/16 to \$255K. Went contingent same day

Interior Features:

DSL, High Speed Cable, Walk-In-Closet, Fireplace, Wood flrs, Full Basement, Active Rental with Annual Income of \$34,200 net

Exterior Features:

Porch, Detached garage and additional off-street parking

Observations:

Larger house with more bedrooms and bathrooms, but on smaller lot. Home is operating as an income property with 4 separate apartments, and selling w/ tenants. Selling @ \$64/sq ft



Marketing Remarks:

Great investment opportunity! 4 beautiful apartments, fully occupied, separate utilities, off street parking, a total of 6 bedrooms & 5 full baths. This property has been very well maintained with little left to do. Ideal for the investor that doesn't have time to fuss with lots of problems!



Active 04/12/16	Listing # 105009	211 Bissell Rd, Cooperstown, NY 13326	Listing Price: \$450,000
Year Built	1810	Approx Square Feet	3200
Beds	4	Lot Acres (approx)	5.000
Baths(FH)	3 (2 1)	Tax Id	130.00-1-3.01



Notes:

Listed 10/11 @ 499K released after 55 days, relisted 4/16 @ 695K reduced 7/16 to 599K then reduced again 1/17 to 450K.

Interior Features:

High Speed Cable, Walk-In-Closet, Fireplace, Wood and Carpet Flrs, New Stainless Appliances (2016), Geo Thermal Heat, Full Basement

Exterior Features:

Greenhouse, Other (original smoke house), Porch

Observations:

Similar age, less sq ft & fewer beds & baths. More acreage, more rural setting, closer to Cooperstown. Stone structure is popular and appealing. Original details maintained thru-out, w/ sensitive updates for kitchen & baths. Price is high compared to other active properties (\$141/sq ft-\$138/sq ft w/out land)



Marketing Remarks:

Stately 1825 Federal Manor Home built with Herringbone Pattern Field Stone. The middle wooden section dates from 1810 and the small back section and the Victorian Porch were added in 1890. This was a landmark building, and Bissell Road was once known as Stone House Road. The architect was a Scottish stone mason who went by the name Scottie Jamie. Property has Geo-Thermal Heat, original Smoke House and all new appliances. Only a visit can tell the whole story of this Federal Home. Please call for an appointment.



Notes:

Listed 11/15 @ 449K, price reduced 3/17 to 399.9K

Interior Features:

7 Fireplaces, Listed on State & National Registers of Historic Places, Original Wall Mural, Hardwood and Tile Floors, Stenciled Floor, Butlers Pantry, Built-in Cabinets, Original Details

Exterior Features:

Patio, Porch, Storage/Out-Building, Barn/garage-2 car

Observations:

This house is a close competitor to yours with its historical style and quality. Has fewer bedrooms but much more sq feet and acreage. At this price, it could be seen as a better deal compared to yours, listed at 395K. At this price it is selling at under \$77/ft. Remove the acreage and it is selling at abt \$58-60/sq ft.

Marketing Remarks:

Built in the early 1800's The Joshua L. Pinney Tavern, with its large rooms and gracious grounds, awaits your restoral for private or commercial use. Suited to a variety of purposes, the building retains most of its outstanding original detail with 7 fireplaces, very large rooms, featuring high ceilings and hardwood floors, and a significant oil painted mural in the parlor. The freehand painted mural is believed to be the work of an artist whose only other known work resides in the Winterthur Museum. Listed on the State and National Registers of Historic Places, this property is an outstanding example of a restoration worthy home.

Active 11/10/15	Listing # 103135	3654 County Highway 35, Middlefield	Listing Price: \$399,900
Year Built	1795	Approx Square Feet	5139
Beds	4	Lot Acres (approx)	35.8400
Baths(FH)	4 (3 1)	Tax Id	133.03-1-31.00





Active 06/16/16	Listing # 106215	166 Cattown Rd, Fly Creek, NY 13337	Listing Price: \$329,000
Year Built	1837	Approx Square Feet	3488
Beds	5	Lot Acres (approx)	1.5300
Baths(FH)	3 (2 1)	Tax Id	9700-1-45.00



Notes:

Listed 8/15 @ 359K, released and relisted 6/16 @ 329K

Interior Features:

Bar, Cathedral Ceiling, High Speed Cable, Kitchen Isle, Open Beam Ceiling, Fireplace, Wood, Tile and Carpet Floors, Full Basement

Exterior Features:

Barn (Original Hops barn) & 2-car storage, Deck (Wrap around), Hot Tub, Stream (Oaks Creek (good for fishing), Waterfront, New Roof (2015)

Observations:

Similar in age, size, and room count but w/ more acreage. Has nice original details but not consistently maintained thru-out. Has a large updated kitchen. Rural setting and updates will appeal to a family. Is selling at \$94/sq ft.



Marketing Remarks:

A large family-friendly farmhouse is what you will find behind the lovely stone wall and gated entry. The property sits on 1.53 private acres with Oaks Creek running at the edge of the yard, giving you a park like feel. Inside the home are 5 bedrooms, a large kitchen/dining/keeping room with vaulted ceiling and sliding glass doors that lead to a wrap around deck. This home has many updates, yet lots of original features. The front entrance with fanlight window was recently rebuilt. A ten year old addition added a first floor master suite or guest room. A perfect home to spread out. Enjoy family gatherings in the flat, expansive yard highlighted by a beautiful perennial garden just off the back deck. Less than five miles to the village of Cooperstown. In the Cooperstown School district.



We look forward to meeting you, and thank you for the opportunity to present my services to you.

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