



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.

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.

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 paperwork, 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:

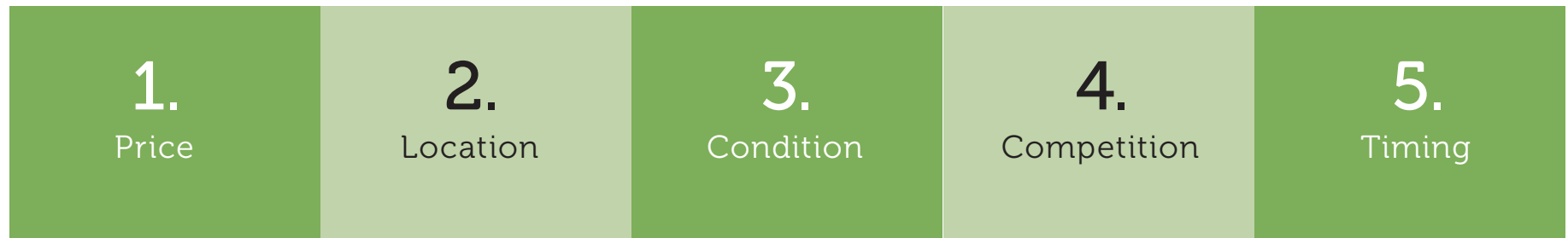
- House keys
- Garage door opener(s)
- Your picture ID

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 – Based on Recent Sales
Comparable homes in the area that have recently sold are how buyers and their agents will determine the **fair market value** for your home.

2. Location
Location is one of the most important factors in determining the value of your property.

3. Condition
The **condition of the property affects the price** and the speed of the sale.

- 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.

4. Competition
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.

5. Timing
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.

NOTE:
Of these five factors, you can only change two: the price and the condition.

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



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.

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 (12/16 or after) Residential 1100 - 2200 sq.ft. max 25 acres
Private roads, max 3 bd, max 2 bath. Year built between 1980 and 2010,
within a 20 mile radius of your property.

16 Homes Sold ÷ 6 = 2.7 (Houses Sold per Month)

29 Homes For Sale ÷ 2.7 = 10.7 (# of months)

~ 11 month Absorption Rate (buyer's market)

Your Current Market: A closer look

Sold Properties

Selling Price Range	Qty	Avg DOM	Summary Price Information	
\$50,000 thru \$99,999	3	160	Minimum	\$39,000
\$100,000 thru \$149,999	5	170	Maximum	\$233,000
\$150,000 thru \$200,000	7	323	Average	\$144,287
\$200,000 thru \$250,000	3	470 **	Median	\$158,000
\$250,000 thru \$300,000	0			
\$300,000 +	0			
	16	288		

Active Properties

Listing Price Range	Qty	Avg DOM	Summary Price Information	
\$50,000 thru \$99,999	5	31	Minimum	\$39,900
\$100,000 thru \$149,999	11	157	Maximum	\$399,000
\$150,000 thru \$200,000	7	101 **	Average	\$170,013
\$200,000 thru \$250,000	2	113 **	Median	\$149,900
\$250,000 thru \$300,000	2	85 **		
\$300,000 +	2	157		
	29	166		

** Highlighted Properties (in this report)

101966 (Comp #1)
104190 (Comp #2)
104527 (Comp #3)

** Highlighted Properties (in this report)

110055 (Comp #6)
108399 (Comp #7)
110898 (Comp #8)
111170 (Comp #9)
107981 (Comp #10)

Competitive Market Analysis



Feature	Subject Property	Listing# 101966	Notes	Listing# 104190	Notes	Listing# 104527	Notes
Status Desc	Expired	Closed		Closed		Closed	
Address	500 Stewart Rd, Franklin, NY 137	222 Tara Ln, Delhi, NY 13753		5347 Wolf Hollow Rd, Andes, NY		1190 Grange Hall, Franklin, NY	
DOM	365	469		279		76	
Original Listing Price	\$360,000	\$265,000		\$245,000		\$225,000	
Listing Price	\$299,000	\$250,000		\$225,000		\$225,000	
Selling Price	\$0	\$233,000		\$206,000		\$205,000	
Selling Date		12/08/16		12/20/16		06/27/16	
Year Built	1999	2007		1984		1992	
Lot Size - Acres	11.0000	8.4800		5.2600		13.5500	
Square Footage	1120	1456		1484		1450	
Bedrooms	2	3		3		3	
Bathrooms	2 (2 0)	2 (2 0)		2 (1 1)		2 (2 0)	
Interior Features Desc	Cathedral Ceiling, Ceiling Fan(s), Central Vacuum Sys, Eco-Friendly (Passive Heat Storage), On Demand Hot Water (LP Gas), Pellet Stove (Basement), Track Lighting (Basement)	Cathedral Ceiling (Great Room), Ceiling Fan(s), DSL (Delhi Telephone), Open Beam Ceiling, Other (Natural Wood Walls & Ceilings), Satellite Dish (DISH Network), Track Lighting, Water Filtration Sys		Cathedral Ceiling, Ceiling Fan(s), Track Lighting, Water Filtration Sys		Ceiling Fan(s), Satellite Dish, Track Lighting	
Exterior Features Desc	Other (Garden, Stone Walls, Fruit Trees, Pond (Spring Fed (Private!!!)), Porch (Covered), Storage/Out-Building, Stream	Deck (Wrap around), Other (Evergreen Grove, Lawns & Woods)		Deck, Storage/Out-Building		Deck, Other (VIEWS), Porch (ROCKING CHAIR), Storage/Out-Building (2)	
Garage Type Desc	Detached	Attached, Carport		Attached, Basement		Detached	
Basement Desc	Finished, Full, Walk-Out	Partial, Walk-Out		Full		Crawl	

Competitive Market Analysis



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6

Feature	Subject Property	Listing# 109758	Notes	Listing# 110898	Notes	Listing# 110524	Notes
Status Desc	Expired	Contingent		Contingent		Active	
Address	500 Stewart Rd, Franklin, NY 137	235 Houghtaling Hollow Rd, Mered		323 Fred Braun Rd, Unadilla, NY		93 Zych Rd, Kortright, NY 13739	
DOM	365	105		36		48	
Original Listing Price	\$360,000	\$300,000		\$235,000		\$339,000	
Listing Price	\$299,000	\$300,000		\$235,000		\$299,000	
Selling Price	\$0	\$0		\$0		\$0	
Selling Date							
Year Built	1999	2004		1981		1993	
Lot Size - Acres	11.0000	9.0500		29.8900		12.7800	
Square Footage	1120	1640		1300		1618	
Bedrooms	2	3		2		3	
Bathrooms	2 (2 0)	3 (2 1)		2 (1 1)		2 (2 0)	
Interior Features Desc	Cathedral Ceiling, Ceiling Fan(s), Central Vacuum Sys, Eco-Friendly (Passive Heat Storage), On Demand Hot Water (LP Gas), Pellet Stove (Basement), Track Lighting (Basement)	Cathedral Ceiling, Ceiling Fan(s), Central Vacuum Sys, Kitchen Isle, Other (Engineered Trusses), Satellite Dish, Track Lighting, Water Filtration Sys, Andersen Windows		Ceiling Fan(s), Walk-In-Closet		Cathedral Ceiling, Open Beam Ceiling, Other (Propane Stove in Living Rm.), Satellite Dish, Skylight(s), Track Lighting, Walk-In-Closet, Water Filtration Sys	
Exterior Features Desc	Other (Garden, Stone Walls, Fruit Trees.), Pond (Spring Fed (Private!!)), Porch (Covered), Storage/Out-Building, Stream	Deck (Composite), Kennel, Other (Cherry,Pear,Apple,Plum,Peach Trees)		Guest House (Apartment in Rear of Garage), Porch (2), Storage/Out-Building		Deck (Partially Covered), Pond (Small Ornamental w/ pumped Waterfall)	
Garage Type Desc	Detached	Attached		Detached, Other		Attached	
Basement Desc	Finished, Full, Walk-Out	Full, Walk-Out				Full	

Competitive Market Analysis



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7



8



9

Feature	Subject Property	Listing# 107981	Notes	Listing# 111170	Notes	Listing# 109744	Notes
Status Desc	Expired	Active		Active		Active	
Address	500 Stewart Rd, Franklin, NY 137	432 Betty Brook Rd, South Kortri		136 Pumpkin Hollow Rd, Mer-edith,		509 Poet Hill Rd, Franklin, NY 1	
DOM	365	260		21		70	
Original Listing Price	\$360,000	\$295,000		\$269,000		\$250,000	
Listing Price	\$299,000	\$275,000		\$269,000		\$250,000	
Selling Price	\$0	\$0		\$0		\$0	
Selling Date							
Year Built	1999	1987		1987		2006	
Lot Size - Acres	11.0000	11.7500		5.8000		6.0000	
Square Footage	1120	2056		1476		1535	
Bedrooms	2	3		3		3	
Bathrooms	2 (2 0)	2 (2 0)		3 (2 1)		2 (2 0)	
Interior Features Desc	Cathedral Ceiling, Ceiling Fan(s), Central Vacuum Sys, Eco-Friendly (Passive Heat Storage), On Demand Hot Water (LP Gas), Pellet Stove (Basement), Track Lighting (Basement)	Ceiling Fan(s), Other (Granite Countertops)		Cathedral Ceiling		Balcony (both bedrooms), Deck, Gazebo (enclosed w/ electric), Porch, Storage/ Out-Building (2)	
Exterior Features Desc	Other (Garden, Stone Walls, Fruit Trees.), Pond (Spring Fed (Private!!!), Porch (Covered), Storage/Out-Building, Stream	Deck (2)		Porch		Deck (52' long, wrap around), Other (Fenced area for animals)	
Garage Type Desc	Detached	*****		Detached		Attached	
Basement Desc	Finished, Full, Walk-Out	Full		Full		Full	

Competitive Market Analysis



*



10



11

Feature	Subject Property	Listing# 108399	Notes	Listing# 110055	Notes
Status Desc	Expired	Active		Active	
Address	500 Stewart Rd, Franklin, NY 137	10660 State Highway 357, Frankli		777 Finch Rd, Franklin, NY 13775	
DOM	365	233		60	
Original Listing Price	\$360,000	\$259,000		\$175,000	
Listing Price	\$299,000	\$230,000		\$175,000	
Selling Price	\$0	\$0		\$0	
Selling Date					
Year Built	1999	2009		1985	
Lot Size - Acres	11.0000	14.2000		12.0000	
Square Footage	1120	1200		1182	
Bedrooms	2	2		3	
Bathrooms	2 (2 0)	2 (1 1)		2 (1 1)	
Interior Features Desc	Cathedral Ceiling, Ceiling Fan(s), Central Vacuum Sys, Eco-Friendly (Passive Heat Storage), On Demand Hot Water (LP Gas), Pellet Stove (Basement), Track Lighting (Basement)	Ceiling Fan(s), Kitchen Isle		Bar, Cathedral Ceiling (partial in living room), Ceiling Fan(s), Walk-In-Closet	
Exterior Features Desc	Other (Garden, Stone Walls, Fruit Trees.), Pond (Spring Fed (Private!!!), Porch (Covered), Storage/Out-Building, Stream	Balcony (both bedrooms), Deck, Gazebo (enclosed w/ electric), Porch, Storage/Out-Building (2)		Balcony, Porch, Storage/Out-Building, Stream	
Garage Type Desc	Detached				
Basement Desc	Finished, Full, Walk-Out	Crawl		Finished, Full, Walk-Out	

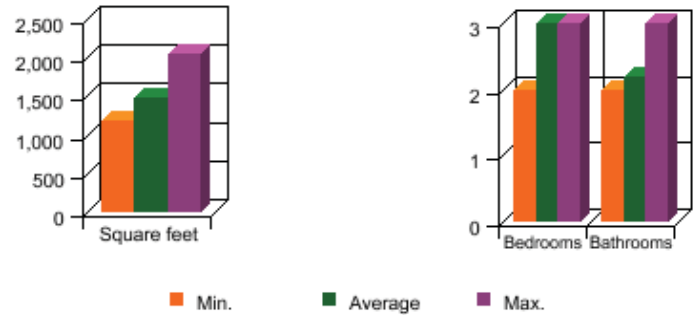
Listings Sorted by Status

CLOSED Properties														
Address	Tax Township		Bd	Bth	SqFt	LotSz	Year	Date	DOM	Orig Price	List Price	Selling Price	SP % LP	
222 Tara Ln	Delhi		3	2 (2 0)	1,456	8.4800ac	2007	12/08/16	469	265,000	250,000	233,000	93.20	
5347 Wolf Hollow Rd	Andes		3	2 (1 1)	1,484	5.2600ac	1984	12/20/16	279	245,000	225,000	206,000	91.56	
1190 Grange Hall	Franklin		3	2 (2 0)	1,450	13.5500ac	1992	06/27/16	76	225,000	225,000	205,000	91.11	
Listing Count 3		Averages			1,463					275	245,000	233,333	214,667	92
Prices > High 233,000 Low 205,000 Median 206,000														
CONTINGENT Properties														
Address	Tax Township		Bd	Bth	SqFt	LotSz	Year	Date	DOM	Orig Price	List Price			
235 Houghtaling Hollow Rd	Meredith		3	3 (2 1)	1,640	9.0500ac	2004	04/12/17	105	300,000	300,000			
323 Fred Braun Rd	Unadilla		2	2 (1 1)	1,300	29.8900ac	1981	05/23/17	36	235,000	235,000			
Listing Count 2		Averages			1,470					71	267,500	267,500		
Prices > High 300,000 Low 235,000 Median 267,500														
ACTIVE Properties														
Address	Tax Township		Bd	Bth	SqFt	LotSz	Year	Date	DOM	Orig Price	List Price			
93 Zych Rd	Kortright		3	2 (2 0)	1,618	12.7800ac	1993	05/03/17	48	339,000	299,000			
432 Betty Brook Rd	South Kortrig		3	2 (2 0)	2,056	11.7500ac	1987	10/03/16	260	295,000	275,000			
136 Pumpkin Hollow Rd	Meredith		3	3 (2 1)	1,476	5.8000ac	1987	05/30/17	21	269,000	269,000			
509 Poet Hill Rd	Franklin		3	2 (2 0)	1,535	6.0000ac	2006	04/11/17	70	250,000	250,000			
10660 State Highway 357	Franklin		2	2 (1 1)	1,200	14.2000ac	2009	10/30/16	233	259,000	230,000			
777 Finch Rd	Franklin		3	2 (1 1)	1,182	12.0000ac	1985	04/21/17	60	175,000	175,000			
Listing Count 6		Averages			1,511					115	264,500	249,667		
Prices > High 299,000 Low 175,000 Median 259,500														
Report Count 11		Report Averages			1,491					151	259,727	248,455	214,667	

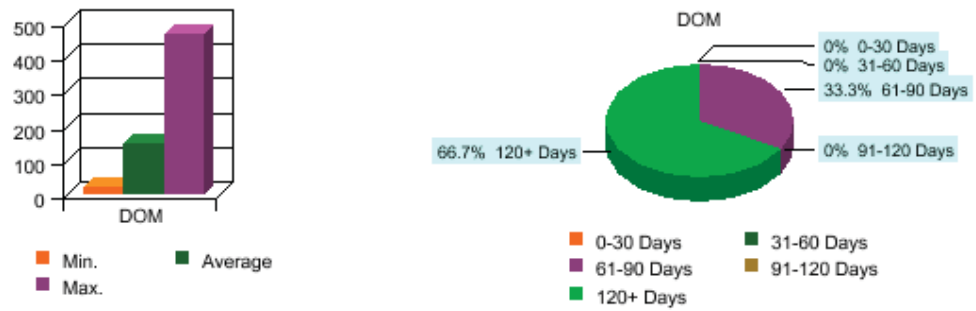
Presented By: Hazen Reed Lic: 10401296752, Susan Muther Lic: 10401290369 / Keller Williams Upstate NY Properties Phone: 607-435-0470 Office Lic.: 10991215115

Statistical Charts

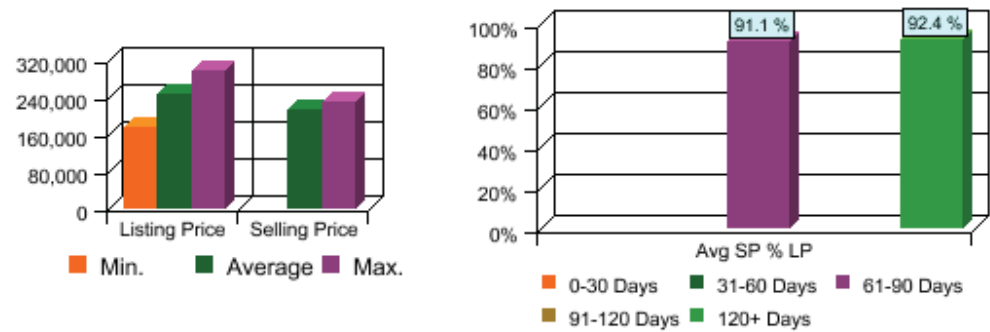
Minimum, Average, Maximum



Days on Market Analysis

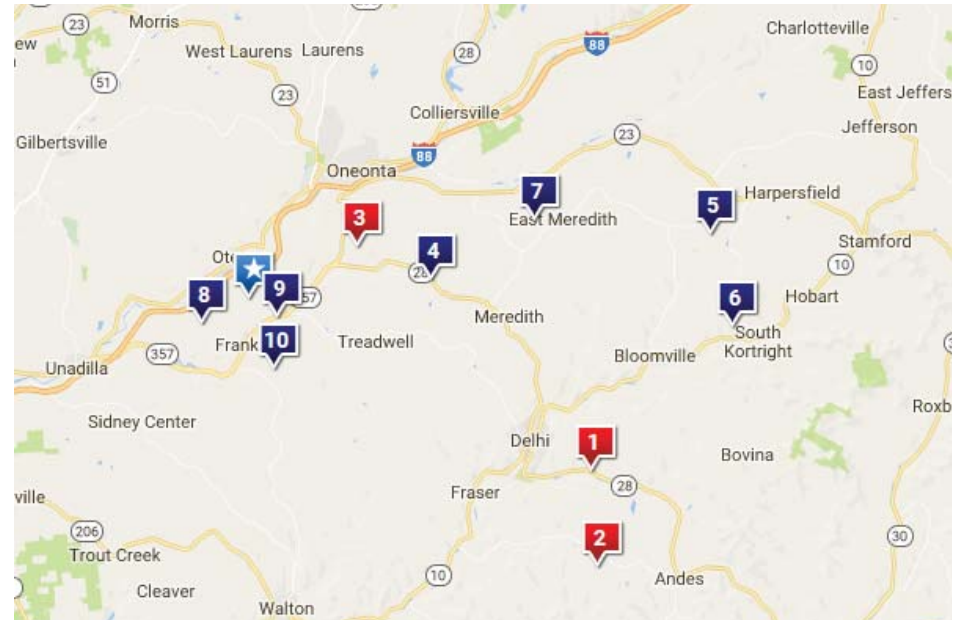


Listing Price/Selling Price



Map: Property Locations

Listing #	Status	Street Address	City, State, Zip	Price	
 Subject Property		500 Stewart Rd,	Franklin, NY 13775		
Comparable Properties (below)					
(1)	101966	Closed	222 Tara Ln	Delhi, NY 13753	\$233,000
(2)	104190	Closed	5347 Wolf Hollow Rd	Andes, NY 13731	\$206,000
(3)	104527	Closed	1190 Grange Hall	Franklin, NY 13820	\$205,000
(4)	109758	Contingent	235 Houghtaling Hollow Rd	Meredith, NY 13757	\$300,000
(5)	110898	Contingent	323 Fred Braun Rd	Unadilla, NY 13849	\$235,000
(6)	110524	Active	93 Zych Rd	Kortright, NY 13739	\$299,000
(7)	107981	Active	432 Betty Brook Rd	South Kortright, NY 13842	\$275,000
(8)	111170	Active	136 Pumpkin Hollow Rd	Meredith, NY 13757	\$269,000
(9)	109744	Active	509 Poet Hill Rd	Franklin, NY 13775	\$250,000
(10)	108399	Active	10660 State Highway 357	Franklin, NY 13775	\$230,000
(11)	110055	Active	777 Finch Rd	Franklin, NY 13775	\$175,000



1**Closed Comp**

DOM: 469

original listing @ 320 2011



Closed 12/8/16	Listing # 101966	517 County Highway 27, Richfield Springs	Listing Price: \$245,000
Year Built	2007	Approx Square Feet	1456
Beds	3	Lot Acres (approx)	8.48
Baths(FH)	2 (2 0)	Tax Id	194-3-6

Selling Price: \$233,00

Notes:

Listed 2011 @ 320K, expired after 150 days, relisted 8/12 @ 280 366, days, expire; relisted 8/15 @ 265

Interior Features:

Cathedral Ceiling (Great Room), Ceiling Fan(s), DSL (Delhi Telephone), Open Beam Ceiling, Other (Natural Wood Walls & Ceilings), Satellite Dish (DISH Network), Track Lighting, Water Filtration Sys

Exterior Features:

Deck (Wrap around), Other (Evergreen Grove, Lawns & Woods)

Observations:

Dishwasher (Bosch), Dryer (Fisher & Paykel - 'Eco Smart'), Oven (Bosch), Range (Bosch - Glass Cooktop), Refrigerator (Samsung - Double Door), Washer (Fisher & Paykel - 'Eco Smart')

Marketing Remarks:

This 'Beaver Mountain' home built in 2007 is a beautifully conceived blend of classic chalet elements executed in a refreshingly modern style. On a private cul-de-sac, this low maintenance home is in excellent move in condition! A dramatic open plan 'Great Room' w/ 20' floor to ceiling windows sets the stage for large scale entertaining or cozy, quiet times with family. The strikingly original 'Kraftmaid' kitchen has Bosch & Samsung appliances & Corian countertops, easy to use & maintain. A large front deck takes advantage of the long valley views. Three well sized BR's all have picture perfect views from their 'Pella' plate windows. Radiant heated floors helps keep the home toasty underfoot during the chilly Catskill winters. A partially finished basement offers plenty of options with a big bonus room that opens to the outside and a full bath with washer & dryer. The attached extra large garage makes the living easy & convenient. 8+ acres offers a mix of lawns, evergreens & woods.

Attached (Heated Radiant Floors / Extra Deep), Carport (Under Front Deck)



1

Closed Comp

DOM: 279

original listing @2013@\$279k



Closed 12/20/16	Listing # 104190	5347 Wolf Hollow Rd, Andes, NY 13731	Listing Price: \$225,000
Year Built	1984	Approx Square Feet	1484
Beds	3	Lot Acres (approx)	5.26
Baths(FH)	2 (1 1)	Tax Id	257-1-10.92

Selling Price: \$206,000



Notes:

Listed 2013 @ \$279K, expired after 183 days, relisted 5/15@ \$269k 364 days, ; relisted 3/16 @ \$245k

Interior Features:

Cathedral Ceiling, Ceiling Fan(s), Track Lighting, Water Filtration Sys, Woodstove (FP in GR and Base-ment)

Exterior Features:

Deck, Storage/Out-Building

Observations:

Bountiful plantings and beautiful mountain views. Master suite with its own bath and loft.



Marketing Remarks:

An upscale cabin retreat will help you relax and recharge! Enjoy cozy living and dining in vaulted great room with large stone fireplace. There is a clean and updated kitchen, massive deck, bountiful plantings and beautiful mountain views through lots of floor to ceiling windows. Location offers privacy and seclusion but proximity to restaurants, galleries and antique stores in the village of Andes. This cape-cod style hide-away offers three cozy bedrooms including a master suite with its own bath and loft. Very nice cabin is rich with luxurious touches with low maintenance in mind. There is a two stall garage and plenty of basement storage space. This immaculate house and the abundant gardens have been meticulously maintained with passion and love. The result? A turn-key opportunity to savor the best of Andes and the Catskills with a move-in ready sanctuary for relaxation!



Closed 6/27/16	Listing # 104527	1190 Grange Hall, Franklin, NY 13820	Listing Price: \$225,000	Selling Price: \$205,000
Year Built	1992	Approx Square Feet	1450	
Beds	3	Lot Acres (approx)	13,55	
Baths(FH)	2 (2 0)	Tax Id	49-2-26	

**Notes:**

Sold in 2015 for \$217k.

Has separate play room/ apartment over garage.

Interior Features:

Ceiling Fan(s), Satellite Dish, Track Lighting

Exterior Features:

Deck, Other (VIEWS), Porch (ROCKING CHAIR), Storage/Out-Building (2)

Observations:

Move-in ready three bedroom, two bath with views and nice amenities.

**Marketing Remarks:**

PANORAMIC VIEWS!THE VIEWS ARE AMAZING.This contemporary home is just what the country home buyer is looking for. A spacious well kept home 13 minutes from Oneonta and even closer to Franklin.This home boasts a 3 car garage with a game room on the second floor that has a fully working kitchenette and wood stove. What a great place to entertain when you want to have fun shooting pool and enjoying the views,yes there are views from the garage as well.if it just a little to hot in the smmer sit outside on the wrap around rocking porch and feel the warm summer breeze on your face or go inside and enjoy the CENTRAL AIR.THE ROOMS IN THIS GREAT HOME ARE SPACIOUS AND FILLED WITH GREAT NATURAL LIGHT.THIS HOME HAS IT ALL.Porches,decks,fire pit,trails,views and of course a bathroom on each floor.



Closed 4/12/17	Listing # 101966	235 Houghtaling Hlwy, Meredith, NY 13757	Listing Price: \$245,000	Selling Price: \$233,00
Year Built	2004	Approx Square Feet	1640	
Beds	3	Lot Acres (approx)	9.05	
Baths(FH)	3 (2 1)	Tax Id	61-2-13.15	



Notes:

Property went contingent in 36 days. Geo-Thermal heating

Interior Features:

Cathedral Ceiling, Ceiling Fan(s), Central Vacuum Sys, Kitchen Isle, Other (Engineered Trusses), Satellite Dish, Track Lighting, Water Filtration Sys

Exterior Features:

Deck (Composite), Kennel, Other (Cherry, Pear, Apple, Plum, Peach Trees)

Observations:

This property offers tremendous value. Central AC (Geo Thermal), Generator (Hard Wired), Geo Thermal, Radiant Heat (Both Floors)



Marketing Remarks:

Catskill Country Contemporary! 2,500 Square Feet of Living Space! You will be amazed by the thoughtful planning and attention to EVERY detail that was put into this custom designed 3 bedroom, 2 1/2 bath home! The Over The Top quality materials, construction and craftsmanship will please the most discerning buyer. Some of the many features include: a bright, cheery and open floor plan, GEO THERMAL RADIANT HEAT, HOT WATER and CENTRAL AIR CONDITIONING, maple hardwood floors, Brazilian slate floors, granite counters, tumbled marble tile in the bathrooms and on the kitchen back splash, cherry cabinets, stainless appliances, hard wired generator, Andersen windows, REA electric, and a large composite deck. Enjoy peace and quiet on the 9+ acres with breath taking views. Located just a short 3 hrs. from the greater New York City area and only a short drive to many ski resorts, Delhi, Oneonta and Cooperstown. If you want a great quality home, in a great location, this is for you! Call today!!



Cont. 5/23/17	Listing # 110898	323 Fred Braun Rd, Unadilla, NY 13849	Listing Price: \$235,000
Year Built	1981	Approx Square Feet	1300
Beds	2	Lot Acres (approx)	29.89
Baths(FH)	2 (1 1)	Tax Id	322.00-1-62.42

**Notes:**

Went contingent in 8 days. Sold in 2013 for \$195,000.

Interior Features:

Ceiling Fan(s), Walk-In-Closet

Exterior Features:

Guest House (Apartment in Rear of Garage), Porch (2), Storage/Out-Building

Observations:

This property has a 48X24 Heated Garage, which has a heated room in the rear with it's own entrance and porch, making it closer to a 3 bedroom.

**Marketing Remarks:**

Want Seclusion and privacy? Here it is! The winding driveway that leads up to this Immaculate inside and out 2 Bedroom, 2 Bath Log home, along with a 48X24 Heated Garage, which has a heated room in the rear for your guest with it's own entrance and porch, and a 30X30 Metal Building with trails all over the property is just breathtaking!



Listed 5/3/17	Listing # 110524	93 Zych Rd, Kortright, NY 13739	Listing Price: \$299,000
Year Built	1993	Approx Square Feet	1618
Beds	3	Lot Acres (approx)	12.78
Baths(FH)	2 (2 0)	Tax Id	194-3-6



Notes:

Listed at \$339k just 48 days ago, dropped to \$299k...MOTIVATED SELLER. Open plan, end of private road, custom wood-work, hand-built home.

Interior Features:

Cathedral Ceiling, Open Beam Ceiling, Other (Propane Stove in Living Rm.), Satellite Dish, Skylight(s), Track Lighting, Walk-In-Closet, Water Filtration Sys

Exterior Features:

Deck (Partially Covered), Pond (Small Ornamental w/ pumped Waterfall)

Observations:

Main floor Bedroom with a full bath, air conditioning, Both full bathrooms have ceramic tiled floors with tiled half walls & bidets.

A good deal of value here.

Marketing Remarks:

Located at the very end of a Town maintained dead end road is where you will discover this unique Catskill property. Owned by the same family since built in 1993 - this hand-built home sits almost in the middle of it's 12+ acre parcel assuring complete quiet & privacy. The open plan Living, Dining & Kitchen area makes it easy for family & friends to enjoy time together and the surrounding windows offer a ever changing view of the seasons. The propane gas stove offers an immediate 'cosy' factor and the wood slat ceiling adds to the Catskill Mtn. vibe. Massive support timbers measuring 20' tall and 50 in circumference are the central focus point for this home. Hardwood floors throughout enhance the overall quality. A main floor Bedroom with a full bath next to it is the perfect private guest quarters. 2 well-sized Bedrooms on the 2nd floor and a spacious full bath make it a complete home. Both full bathrooms have ceramic tiled floors with tiled half walls & bidets. The open double height center portion of the home highlights the incredible timber beamed woodwork & mortis & tenon joinery workmanship. The side deck has seasonal distant mountain views and is partially covered - a great place for outdoor dining and enjoying quiet nature. The full size, full height basement is perfect for storage or extra space for work projects & hobbies. Installed Central Air Conditioning for those steamy summer days & nites! The 2 car, partially insulated garage has a poured concrete floor with electric doors & direct access into the home to make life simple. Surrounded by light woodlands, the land is very accessible with wonderful gardening options & natural springs for a pond potential - as well as opportunities for hunting, hiking, ATV & Snowmobile activities. Vintage stone walls run through the property and around the home. Come check out this beautiful Catskill Mtn. home!!





Listed 10/3/16	Listing # 107981	432 Betty Brk Rd, S. Kortright, NY 13842	Listing Price: \$275,000
Year Built	1987	Approx Square Feet	2056
Beds	3	Lot Acres (approx)	11.75
Baths(FH)	2 (2 0)	Tax Id	194-3-6



Notes:

This property entered the market at \$295k, and is now at \$275k. This property is owned by the listing agent.

Interior Features:

Ceiling Fan(s), Kitchen Isle, Granite Countertops, professional grade stove

Exterior Features:

2 decks, three-bay garage. New addition.

Observations:

Large move-in ready open floor plan space. Three bedroom and two full bath. Compare for building size, lot size, price and amenities.



Marketing Remarks:

Immaculate secluded log cabin situated on 11 acres located in the Catskill Mountains. The land provides true privacy and serenity we all seek. This cabin has three bedrooms two bathrooms, dining room, large living room, a beautifully renovated kitchen with NEW stainless steel appliances and granite countertops, and a three car garage with full basement and woodstove that heats the whole house. Approximately 1000 square foot addition was added onto this home in 2013. Located about 3.5 hours from NYC. Don't miss out on this great opportunity. Set up your showing today.



Listed 5/30/17	Listing # 111170	136 Pumpkin Hlw Rd, Meredith, NY 13757	Listing Price: \$269,000
Year Built	1987	Approx Square Feet	1476
Beds	3	Lot Acres (approx)	5.8
Baths(FH)	3 (2 1)	Tax Id	35-2-3



Notes:

Listed 2011 @ 320K, expired after 150 days, relisted 8/12 @ 280 366, days, expire; relisted 8/15 @ 265

Interior Features:

Stone work, tile and wood floors, fireplace, Stainless appliances, ceiling fans. full bath in basement.

Exterior Features:

Barn with electric, 2-car garage, Porch

Observations:

While this house is solid, and move-in ready, the listing price mainly reflects the view. Your property should appear to represent greater value for the money when compared directly.



Marketing Remarks:

This beautiful Catskills home, built around 1987, having been lovingly cared for and continuously maintained and updated, is ready for its new owner. No detail has been overlooked, resulting in a low maintenance home in excellent condition. The home is set on the 5.8+/- acres to provide privacy and to take advantage of the incredible mountain views offered by the property. The front porch is the perfect spot to sit and enjoy those views. The beauty the land offers has been considered and native bluestone has been incorporated into the home's faade and chimney. Inside, the home offers an open floor plan with bright kitchen including stainless steel appliances and quartz countertops, dining area, and a comfortable, but spacious living room. On a chilly winter day, keep cozy with a good book in front of the warmth of the woodstove. The main level also contains a bedroom and half bathroom. Upstairs, you'll find a sitting/office area, two additional bedrooms, and a full bathroom. A full basement offers additional space and includes a full bathroom and charming antique woodstove for additional efficient heating (the home also has an oil hot air central heating system). A barn/detached garage with electric provides space for two cars or workspace, as well as storage on the second floor. Like to garden? The property has been used in the past to provide productive crops of hops as well as vineyards. The location of the property provides great rental potential, being convenient to Oneonta, Delhi, and Cooperstown, known for the Baseball Hall of Fame and numerous breweries. Additional land is available - 10 acres with stream for \$24,900.



Listed 4/11/17	Listing # 101966	509 Poet Hill Rd, Franklin, NY 13775	Listing Price: \$250,000
Year Built	2006	Approx Square Feet	1535
Beds	3	Lot Acres (approx)	6
Baths(FH)	2 (2 0)	Tax Id	76.-1-70

Notes:

Property sold in 2012 for \$180k @ 148 days.

Interior Features:

Cathedral Ceiling, Ceiling Fan(s), Kitchen Isle, Open Beam Ceiling, Satellite Dish, Skylight(s), luxury master bedroom / bath with Jacuzzi tub. Drive-in basement / workshop.

Exterior Features:

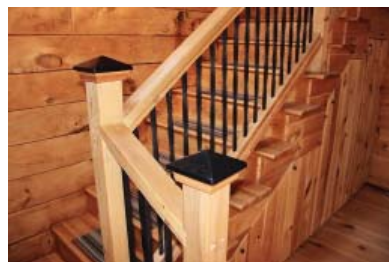
Deck (52' long, wrap around), Other (Fenced area for animals)

Observations:

Property is close to you, and will be on buyer's list to view as a similar property. Fully finished three bedrooms and two bath. Move-in ready.

Marketing Remarks:

ECLUDED LOG CABIN HIDEAWAY on SIX ACRES, surrounded by woods and very private. SOARING TWO STORY GREAT ROOM filled with light from a wall of windows, cozy WOOD BURNING STOVE will warm your winter nights. Gleaming STAINLESS STEEL APPLIANCES in kitchen look fantastic next to stone accents. HUGE PANTRY makes it easy to store your gourmet meal fixings. LARGE DECK off great rooms makes for great sunning, dining and grilling. LOFT MASTER BEDROOM with ensuite LUXURY BATH with two sinks and large Jacuzzi TUB. Two other very LARGE BEDROOMS will comfort guests or family. Property is mostly wooded but includes FENCED and GATED CORRAL for pets or other animals. WALK OUT or DRIVE IN BASEMENT WORKSHOP makes it easy to store your outdoor toys. Property is UNDER THREE HOURS from the GW Bridge and LESS THAN TWO HOURS from Albany. Enjoy your seclusion or head out for civilization, Located only 20 minutes or so from Oneonta and all the delights and attractions of that college town.





Listed 10/30/16	Listing # 108399	10660 State Hwy 357, Franklin, NY 13775	Listing Price: \$230,000
Year Built	2009	Approx Square Feet	1200
Beds	2	Lot Acres (approx)	14.2
Baths(FH)	2 (1 1)	Tax Id	77-1-271



Notes:

Listed 2015 @ \$293K 183 days; relisted 10/16 @ \$259k, then \$249, then \$245, now \$230

Interior Features:

Ceiling Fan(s), Kitchen Isle, wood floors

Exterior Features:

Balcony (both bedrooms), Deck, Gazebo (enclosed w/electric), Porch, Storage/Out-Building (2), 2 wells

Observations:

Property listed very high in 2015, price is now dropping -- 4 times in 230 days. Expect a low ball-offer.



Marketing Remarks:

PANORAMIC VIEWS OF OULEOUT VALLEY IN FRANKLIN, NY Private & Secluded! Newer Chalet only 7 years old with 14.20 ACRES. Two bedrooms with their own private balconies. The VIEW is STUNNING. 1.5 Baths with Beautiful ceramic tile. EXCELLENT HUNTING PROPERTY. Screened enclosed outbuilding with electric. Several sheds, lower tiered yard area. Sit on the front porch and experience one of the most AWESOME VIEWS IN THE AREA. Two miles to village of Franklin, very close to Oneonta, Treadwell and Delhi.



Listed 4/21/17	Listing # 110055	777 Finch Rd, Franklin, NY 13775	Listing Price: \$175,000
Year Built	1985	Approx Square Feet	1182
Beds	3	Lot Acres (approx)	12
Baths(FH)	2 (1 1)	Tax Id	121-1-72

Notes:

Listed 2009 @ 198,900K, expired after 1500 days, relisted 9/16 @ 195k 184 days; relisted 4/17 @ 175k

Interior Features:

Bar, Cathedral Ceiling (partial in living room), Ceiling Fan(s), Walk-In-Closet

Exterior Features:

Balcony, Porch, Storage/Out-Building, Stream

Observations:

House was originally listed high for the market at that time. While not of the same quality as your property, it is a 3 bedroom, 2 bath, with walk-out basement, on 12 acres, near your property, Buyers will see this and compare it to your property.



Marketing Remarks:

Looking for a home that you can build some wonderful memories in? Here's a cozy home situated only a few miles outside the beautiful village of Franklin. This place has it all...a lovely home as well as plenty of room for outdoor activities such as snowmobiling, hunting, gardening or many other things! Sit back and relax on one of the porches and enjoy some coffee and good conversation! This home has lots of elbow-room too, just prime for fun get-togethers! The top floor has 3 bedrooms, while the main floor contains the living room, kitchen and bath. That's not all...there's more living space on the lowest level! There's additional room downstairs to use as a family room, a personal gym or whatever you can dream up! Take a look at this cozy and functional country kitchen! What a great home and property this one is, just wait until you see the location. No worries about being too close to a busy road, as this home has loads of privacy! Come take a look today!



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

Susan Muther Realtor® 607 435 0470

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