

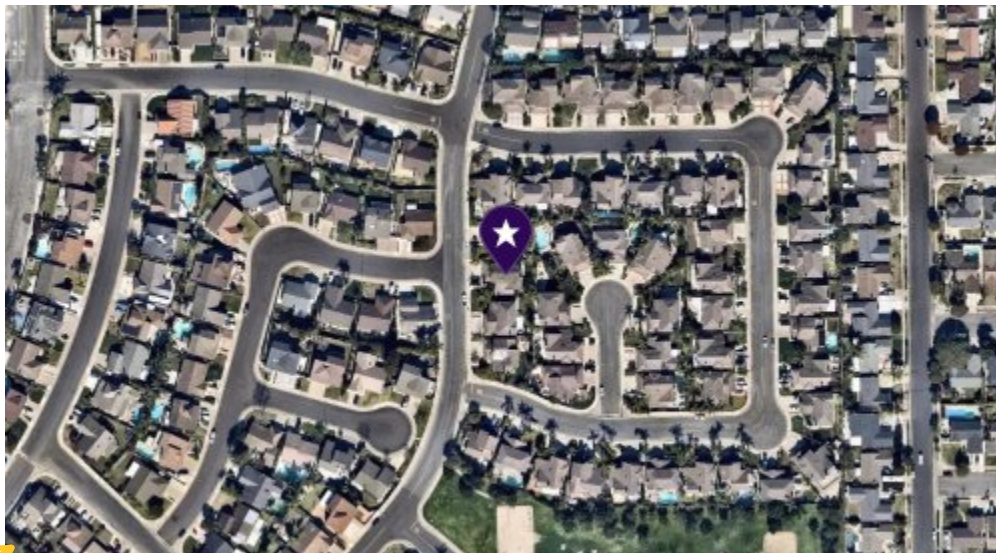
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Comparative Market Analysis



Choose your brand's colors and fonts

Comparative Market Analysis



17682 Crestmoor Lane, Huntington Beach, CA
92649

Joseph and Mary Anderson

MAY 6, 2020

A neighborhood aerial view is automatically added but you can also upload your own subject property photo



Kasey Schoen

W+R Studios

Contact Me



Kasey Schoen
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every page*



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Customizable letter to the seller

May 06, 2020

Dear Joseph and Mary Anderson,

I appreciate the opportunity to share my business plan with you.

In order to inform you about the current happenings in today's market, I have prepared this comparative market analysis (CMA) especially for you. There are many properties on the market today, and each has different amenities, sizes, and values. By reviewing this CMA, you will have the information needed to price your home in the appropriate range in today's market.

Home buyers always do a lot of comparison shopping. In today's market it is especially important to price your home right from the beginning and to get it "show ready". There are many homes available in all price ranges, but the homes that are priced right and show well are the ones that bring in qualified buyers.

Part of this package includes a detailed copy of my personal marketing plan. We will certainly go over this in detail so that you feel comfortable to entrust your home sale to me. I am sure that once you review the plan, you will feel very satisfied with me marketing your home.

My goal is to help you sell your home quickly and at a fair market value. I look forward to working with you on the sale of your home.

Sincerely,

Kasey Schoen



Kasey Schoen

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What is a CMA

No two homes are identical, which is why choosing a sales price or offer price for a home can be challenging. That's where the comparative market analysis, or CMA, is most useful.

What is a CMA?

The CMA is a side-by-side comparison of homes for sale and homes that have recently sold in the same neighborhood and price range. This information is further sorted by data such as type of home, number of bedrooms, number of baths, lot size, neighborhood, property condition and features, and many other factors. The purpose is to show estimated market value, based on what other buyers and sellers have determined through past sales, pending sales and homes recently put on the market.

How is the CMA created?

CMAs are generated by using property information from your real estate agent's multiple listing service (MLS). The MLS is available to licensed members only, including brokers, salespeople, and appraisers, who pay dues to gain access to the service's public and proprietary data, including tax roll information, sold transactions, and listings input by all cooperating MLS members. Listing agents generate CMAs for their sellers, and buyer's agents create them for their buyers so both sides know what current market conditions are for the homes they're interested in comparing.

How accurate are CMAs?

The CMA is a here-and-now snapshot of the market, based on the most recent data available, but it can instantly be rendered obsolete by a new listing, or a change of status in a home with the same criteria. Why? The market is constantly changing - new listings, pending sales, closed sales, price reductions, and expired listings.

CMAs can vary widely, depending on the knowledge and skill of the person creating the CMA as well as the number and type of data fields that are chosen. That means some features may not be included.

As informative as the CMA is, it should only be used as a tool and should not substitute for your real estate professional's knowledge and advice.

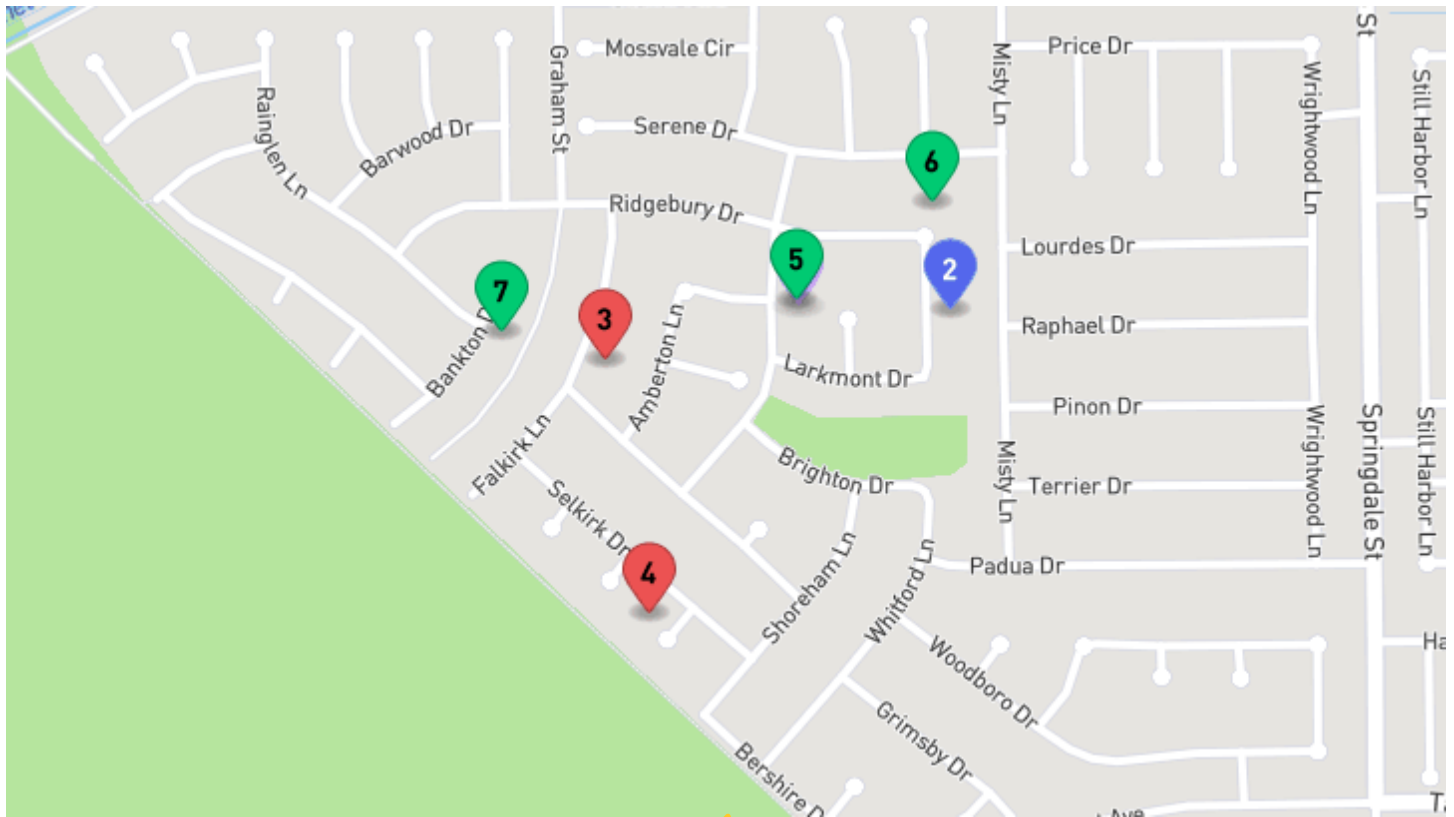


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**Over 35 pages
of pre-written,
educational content**

Map of Comparable Listings



STATUS: X = EXPIRED S = CLOSED A = ACTIVE

MLS #	STATUS	ADDRESS	BEDS	BATHS	SQFT	PRICE	ADJ PRICE
1		17682 Crestmoor Ln	4	4.00	3,003	-	-
2	X	17682 Helenbrook Lane	4	4.00	3,003	\$1,399,000	\$1,399,000
3	S	17722 Falkirk Lane	4	3.00	2,611	\$1,325,000	\$1,325,000
4	S	17901 Denvale Circle	5	4.00	2,642	\$1,299,000	\$1,299,000
5	A	17682 Crestmoor Lane	4	4.00	3,003	\$1,385,000	↑ \$1,425,000
6	A	5721 Windcroft Drive	5	3.00	3,000	\$1,384,000	\$1,384,000
7	A	5462 Bankton Drive	4	3.00	2,561	\$1,389,000	\$1,389,000

Beautiful maps



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Summary of Comparable Properties

X EXPIRED LISTINGS

Show both actual and adjusted prices

ADDRESS	SOLD DATE	BEDS	BATHS	SQFT	PRICE	\$/SQ.FT	ADJ PRICE	ADJ \$/SQ.FT
17682 Helenbrook Lane	-	4	4.00	3,003	\$1,399,000	\$466	\$1,399,000	\$466
Averages				3,003	\$1,399,000	\$466	\$1,399,000	\$466

S SOLD LISTINGS

ADDRESS	SOLD DATE	BEDS	BATHS	SQFT	PRICE	\$/SQ.FT	ADJ PRICE	ADJ \$/SQ.FT
17722 Falkirk Lane	11/18/19	4	3.00	2,611	\$1,325,000	\$507	\$1,325,000	\$507
17901 Denvale Circle	12/13/19	5	4.00	2,642	\$1,299,000	\$492	\$1,299,000	\$492
Averages				2,626	\$1,312,000	\$500	\$1,312,000	\$500

A ACTIVE LISTINGS

ADDRESS	SOLD DATE	BEDS	BATHS	SQFT	PRICE	\$/SQ.FT	ADJ PRICE	ADJ \$/SQ.FT
17682 Crestmoor Lane	-	4	4.00	3,003	\$1,385,000	\$461	↑ \$1,425,000	↑ \$475
5721 Windcroft Drive	-	5	3.00	3,000	\$1,384,000	\$461	\$1,384,000	\$461
5462 Bankton Drive	-	4	3.00	2,561	\$1,389,000	\$542	\$1,389,000	\$542
Averages				2,854	\$1,386,000	\$488	↑ \$1,399,333	↑ \$493



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Listings



Kasey Schoen

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17682 Helenbrook Lane Huntington Beach, CA 92649

MLS #OC19083564

\$1,399,000

EXPIRED 4/10/19

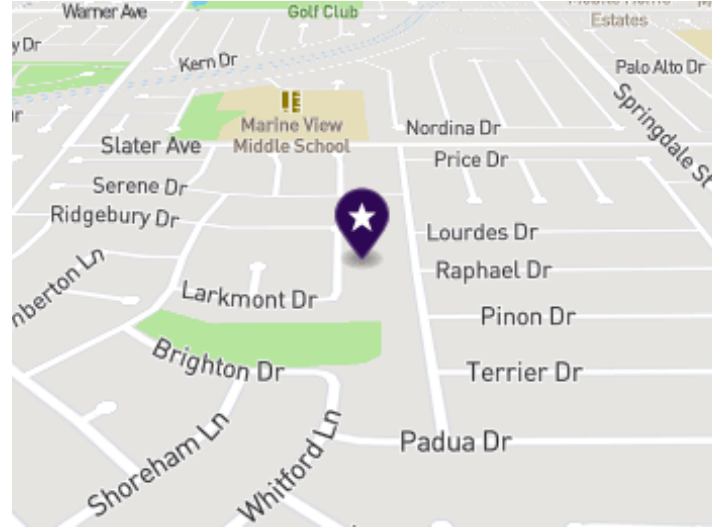
LARGE photos!

4 Beds 4.00 Baths

Year Built 1989

3,003 Sq. Ft. (\$466 / sqft)

Days on market: 158



Details

Prop Type: Single Family Residence

County: Orange

Area: 15 - West Huntington Beach

Subdivision: Crestmoor Estates (CMES)

Full baths: 3.0

Half baths: 1.0

Lot Size: 6,120.0

Garages: 3

List date: 4/10/19

Off-market date: 9/15/19

Updated: Sep 15, 2019 10:09 PM

List Price: \$1,399,000

Orig list price: \$1,499,900

School District: Huntington Beach Union High

High: Huntington Beach

Middle: Marine View

Elementary: Hope View

Features

Association Y N: false

Attached Garage Y N: true

Builder Name: Warmington Homes

Community Features: Curbs, Gutters, Sidewalks, Storm Drains, Street Lights

Cooling: Central Air

Flooring: Carpet, Tile, Wood

Foundation Details: Slab

Heating: Forced Air

Interior Features: Cathedral Ceiling(s), Vacuum Central, Wet Bar

Land Fee/Land Lease: Fee

Levels: Two

Listing Terms: Cash, Cash To New Loan

Lot Features: Front Yard, Garden, Landscaped, Sprinkler System

Lot Size Area: 6120

Main Level Bedrooms: 1

Patio And Porch Features: Brick, Covered

Pool Features: None

Pool Private Y N: false

Property Attached Yes/No: No

Roof: Concrete

Bathroom Features: Double Sinks In Master Bath, Granite Counters, Separate tub and shower

Kitchen Features: Remodeled Kitchen

Room Type: Bonus Room, Family Room, Formal Entry, Kitchen, Living Room, Main Floor Bedroom, Master Suite, Walk-In Closet

Senior Community Yes/No: No

Sewer: Public Sewer

Spa Features: None



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Easy to read format

Special Listing Conditions:
Standard

Utilities: Cable Connected,
Electricity Connected,
Natural Gas Connected,
Sewer Connected, Water
Connected

View: None
Water Source: Public

Window Features: Bay
Window(s), Double Pane
Windows, French/Mullioned,
Plantation Shutters

Remarks

This highly sought after move-in ready Crestmoor Estates home is situated within a truly wonderful neighborhood of Huntington Beach and walking distance to Bolsa View Park and Bolsa Chica Wetlands.

This home boasts the finest upgrades throughout with a spacious open floor plan, vaulted ceilings and lots of natural lighting. Enjoy two fireplaces, hardwood floors, lush new carpet, plantation shutters in this double story four bedroom three and a half bathrooms with bonus room. This home also includes a three car garage with custom cabinets and storage system, a beautifully remodeled gourmet kitchen with cherrywood finish cabinetry and soft closing drawers, new Jenn Air stainless steel double oven, gas cooktop, dishwasher, microwave, and granite countertops. Luxurious master suite with retreat. New dual pane windows and French doors, recessed lighting, new interior and exterior paint. New Pex piping with lifetime warranty, soft water recirculating system. The exterior offers meticulous professional hardscape and landscape in both the front and backyard. With award winning schools nearby, this is the perfect location for anyone looking for a beautiful home in the Southern California beach community. No Mello-Roos, No HOA dues!



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17682 Helenbrook Lane

Huntington Beach, CA 92649

MLS #OC19083564

\$1,399,000

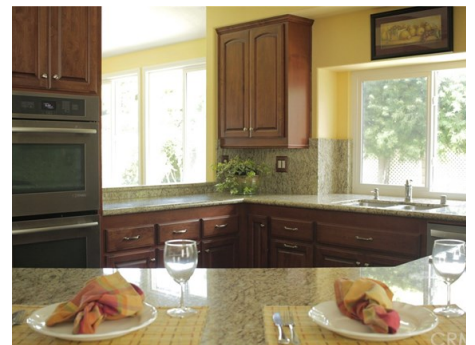
EXPIRED 4/10/19

4 Beds 4.00 Baths

Year Built 1989

3,003 Sq. Ft. (\$466 / sqft)

Days on market: 158



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↑ Show additional photos ↑

17722 Falkirk Lane

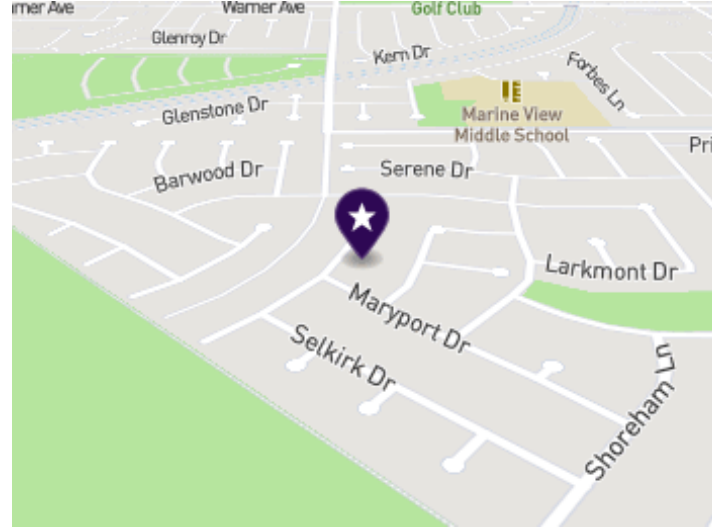
Huntington Beach, CA 92649

MLS #OC19211033

\$1,325,000

CLOSED 11/18/19

4 Beds 3.00 Baths
2,611 Sq. Ft. (\$507 / sqft)

Year Built 1974
Days on market: 36


Details

Prop Type: Single Family Residence

County: Orange

Area: 15 - West Huntington Beach

Subdivision: Calif. Classics By The Sea (CCBS)

Full baths: 2.0

Half baths: 1.0

Lot Size: 6,882.0

Garages: 2

List date: 9/4/19

Sold date: 11/18/19

Off-market date: 10/10/19

Updated: Nov 18, 2019 6:38 AM

List Price: \$1,380,000

Orig list price: \$1,399,900

School District: Huntington Beach Union High

Features

Accessibility Features: 2+ Access Exits

Association Y N: false

Attached Garage Y N: true

Community Features: Park, Sidewalks

Cooling: Central Air

Flooring: Carpet, Wood

Heating: Central

Interior Features: Cathedral Ceiling(s), High Ceilings

Land Fee/Land Lease: Fee

Levels: Two

Listing Terms: Cash To New Loan, Conventional, Submit

Lot Features: Landscaped, Park Nearby, Sprinkler System

Lot Size Area: 6882

Patio And Porch Features: Covered

Pool Features: Private, In Ground, Salt Water

Pool Private Y N: true

Property Attached Yes/No: No

Bathroom Features: Double Sinks In Master Bath, Dual shower heads (or Multiple), Separate tub and shower

Kitchen Features: Quartz Counters

Room Type: All Bedrooms Down, Family Room, Master Suite, Separate Family Room, Walk-In Closet

Senior Community Yes/No: No

Sewer: Public Sewer

Spa Features: Private, In Ground

Special Listing Conditions: Standard

View: Catalina, Peek-A-Boo

Water Source: Public

Window Features: Double Pane Windows

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Remarks

Sparkling pool in an amazing backyard with grassy areas to play, NO homeowner's association, plus extra parking! Move-in ready with many custom upgrades. The level of quality homeowners have put into this home is apparent the moment you walk through the front Dutch door. Hardwood floors, central air conditioning, newer Thermador appliances, luxurious matte quartz counters, Pelican whole-house water system, tankless water heater, epoxy garage floor, plantation shutters, French doors, wainscoting, and more. The gorgeous pool and spa was converted to saltwater one year ago with new equipment and can be controlled on your phone. The spacious and private backyard also contains a putting green, artificial turf, Pebble Tec patio, BBQ island, and a large covered area to dine in the shade or watch TV outside. There's room for everyone inside too with an expanded, open floor plan, huge family/game room (that could be modified into a large private downstairs suite for multi-generational living.) The addition was done in 2007 and is fully permitted. The master bathroom features double vanities, a walk-in closet, glamorous bathtub and a fantastic shower. Super close to the Bolsa Chica Wetlands trails with ocean and Catalina Island peek views from the living room and master bedroom. Located on a quiet, interior street with plenty of parking plus more room behind the gate. Close to top-rated schools and parks in the established, friendly "California Classics by the Sea" neighborhood.



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17722 Falkirk Lane

Huntington Beach, CA 92649

MLS #OC19211033

\$1,325,000

CLOSED 11/18/19

4 Beds 3.00 Baths

Year Built 1974

2,611 Sq. Ft. (\$507 / sqft)

Days on market: 36



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17901 Denvale Circle

Huntington Beach, CA 92649

MLS #OC19218076

\$1,299,000

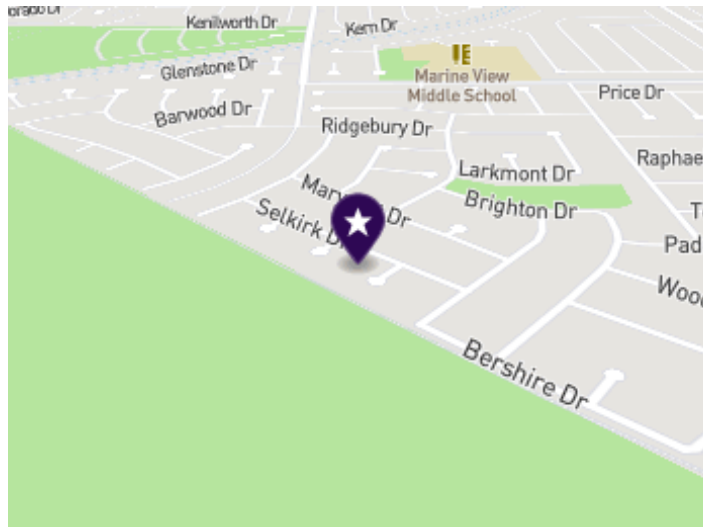
CLOSED 12/13/19

5 Beds 4.00 Baths

2,642 Sq. Ft. (\$492 / sqft)

Year Built 1974

Days on market: 53



Details

Prop Type: Single Family Residence

County: Orange

Area: 15 - West Huntington Beach

Subdivision: Calif. Classics By The Sea (CCBS)

Style: Contemporary

Full baths: 3.0

Half baths: 1.0

Lot Size: 6,262.0

Garages: 2

List date: 9/12/19

Sold date: 12/13/19

Off-market date: 11/4/19

Updated: Dec 13, 2019 9:22 PM

List Price: \$1,299,000

Orig list price: \$1,299,000

School District: Huntington Beach Union High

Features

Association Y N: false

Attached Garage Y N: true

Community Features: Sidewalks

Cooling: Central Air

Exterior Features: Koi Pond

Flooring: Carpet, Stone, Wood

Foundation Details: Concrete Perimeter

Heating: Central

Land Fee/Land Lease: Fee

Levels: Two

Listing Terms: 1031 Exchange, Cash

Lot Features: Cul-De-Sac, Sprinklers In Front, Sprinklers In Rear

Lot Size Area: 6262

Main Level Bedrooms: 1

Patio And Porch Features: Deck

Pool Features: None

Pool Private Y N: false

Property Attached Yes/No: No

Road Surface Type: Paved

Kitchen Features: Kitchen Open to Family Room, Quartz Counters, Self-closing drawers, Stone Counters, Walk-In Pantry

Room Type: Bonus Room, Family Room, Great Room, Kitchen, Living Room, Main Floor Master Bedroom, Two Masters

Senior Community Yes/No: No

Sewer: Public Sewer

Special Listing Conditions: Standard

Utilities: Electricity Available

View: Coastline, Ocean, Peek-A-Boo, Pond

Virtual Tour: <https://video214.com/play/0fEVOv0vyreKdraBDcpYgA/s/dark>



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Water Source: Public

Remarks

STUNNING REMODEL! Enjoy the Huntington Beach lifestyle in this expansive 5 bedroom/3.5 bath home in the highly desirable, family-friendly Cal Classic by the Sea neighborhood. Offering wire-brushed wood flooring throughout downstairs, remodeled kitchen with white shaker cabinetry, soft close drawers, quartz countertops, and professional stainless steel high end appliances featuring a 36 range with 6 burners. 2 generously size master suites (1 up and 1 down). Downstairs master bath has shower, soaking tub, double sink vanity and a huge walk-in closet. Large upstairs deck with a view all the way to the PCH, enjoying the sunset, the endless ocean breezes and a million dollar view of all nature has to offer. New tankless water heater. New A/C unit. Great location on a cul-de-sac, steps to the nature trails of the Bolsa Chica Wetlands, park, and minutes to the beach. Checkout aerial video tour of this property.



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17901 Denvale Circle

Huntington Beach, CA 92649

MLS #OC19218076

\$1,299,000

CLOSED 12/13/19

5 Beds 4.00 Baths

Year Built 1974

2,642 Sq. Ft. (\$492 / sqft)

Days on market: 53



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17682 Crestmoor Lane Huntington Beach, CA 92649

MLS #OC20025307

\$1,385,000 ADJ ↑ \$1,425,000

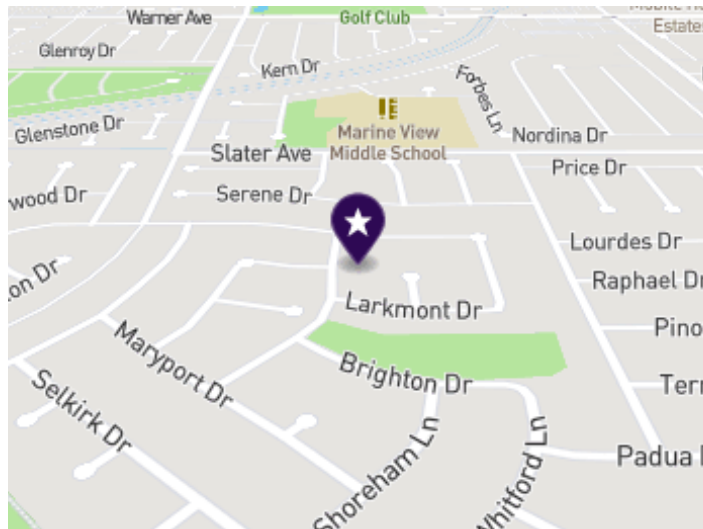
ACTIVE 2/5/20

4 Beds 4.00 Baths

3,003 Sq. Ft. (\$475 / sqft)

Year Built 1989

Days on market: 77



Details

Prop Type: Single Family Residence

Subdivision: Crestmoor Estates (CMES)

Garages: 3

List Price: \$1,385,000

County: Orange

Full baths: 3.0

List date: 2/5/20

Orig list price: \$1,489,000

Area: 15 - West Huntington Beach

Half baths: 1.0

Off-market date: 3/26/20

School District: Huntington Beach Union High

Lot Size: 6,237.0

Updated: Apr 29, 2020 11:16 PM

Features

Association Y N: false

Listing Terms: Cash, Cash To New Loan

Pool Private Y N: false

Sewer: Public Sewer, Sewer Paid

Attached Garage Y N: true

Lot Features: 0-1 Unit/Acre, Back Yard, Front Yard, Landscaped, Lawn, Sprinklers In Front, Sprinklers In Rear, Yard

Property Attached Yes/No: No

Special Listing Conditions: Standard

Community Features: Curbs, Dog Park, Sidewalks, Storm Drains, Street Lights

Lot Size Area: 6237

Room Type: Entry, Family Room, Foyer, Kitchen, Laundry, Living Room, Main Floor Bedroom, Master Suite

View: Neighborhood

Cooling: Central Air, Electric

Main Level Bedrooms: 1

Senior Community Yes/No: No

Virtual Tour:
http://slidetours.com/video/17682_Crestmoor_Ln.html

Land Fee/Land Lease: Fee

Pool Features: None

Water Source: Public

Levels: Two

Remarks

Gorgeous Crestmoor Estate Home !



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Dramatic entry with curved staircase and tall ceilings open to a formal living room and dining room. There is a large chef Kitchen with granite counters which has bar stool seating , wine cooler and a walk in pantry. We have a sunlight Solarium breakfast room with a built in desk.

First floor bedroom for your guests with en suite bathroom or office use. Large Family room with fireplace opens to kitchen for easy entertainment.. Double doors leading to a very private back garden with fountain and fire ring.

First floor features all new wood like flooring for easy maintenance! Huge Master suite with two sided fireplace one over looking soaking tub.

plus is a Separated shower, A large walking closet with shelving.

There is a large bonus room/Media room could be used as 5th bedroom if needed.

Nearby is the Bolsa Park for the kids, the Wetland and Central park with many hiking trail and a beautiful Lake for relaxation.



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17682 Crestmoor Lane

Huntington Beach, CA 92649

MLS #OC20025307

\$1,385,000 ADJ ↑ \$1,425,000

4 Beds 4.00 Baths

3,003 Sq. Ft. (\$475 / sqft)

ACTIVE 2/5/20

Year Built 1989

Days on market: 77



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5721 Windcroft Drive

Huntington Beach, CA 92649

MLS #OC20058182

\$1,384,000

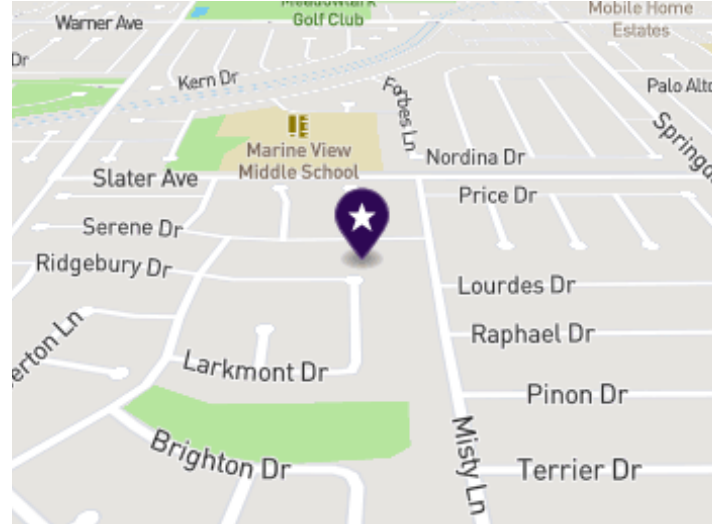
ACTIVE 5/4/20

5 Beds 3.00 Baths

3,000 Sq. Ft. (\$461 / sqft)

Year Built 1989

Days on market: 2



Details

Prop Type: Single Family Residence

County: Orange

Area: 15 - West Huntington Beach

Subdivision: Crestmoor Estates (CMES)

Full baths: 3.0

Lot Size: 6,800.0

Garages: 3

List date: 5/4/20

Updated: May 5, 2020 10:04 PM

List Price: \$1,384,000

Orig list price: \$1,384,000

School District: Huntington Beach Union High

High: Huntington Beach

Middle: Marine View

Elementary: Hope View

Features

Association Y N: false

Attached Garage Y N: true

Community Features: Curbs, Sidewalks

Cooling: See Remarks

Flooring: Stone, Wood

Land Fee/Land Lease: Fee

Levels: Two

Listing Terms: Cash To New Loan

Lot Features: Corner Lot, Landscaped

Lot Size Area: 6800

Main Level Bedrooms: 1

Pool Features: None

Pool Private Y N: false

Property Attached Yes/No: No

Bathroom Features: Bathtub, Shower, Double Sinks In Master Bath, Granite Counters, Soaking Tub

Room Type: Formal Entry, Kitchen, Laundry, Living Room, Main Floor Bedroom, Master Bathroom, Master Bedroom, Master Suite, Office, Separate Family Room, Walk-In Closet

Senior Community Yes/No: No

Sewer: Public Sewer

Special Listing Conditions: Standard

View: Neighborhood

Water Source: Public


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Remarks

The perfect home for a large family and for all those big toys too! This recently updated 5 bedroom, 3 bath home has spacious bedrooms and even a bed and bath on the first floor. The oversized lot has parking for not just one but 2 RV's plus a 3 car garage and driveway for 3 more cars! Located in a very sought after neighborhood with award winning schools, you can walk to Central Park, Lake Huntington and the wetlands. Step inside to soaring ceilings and gorgeous imported Italian marble which keeps the home not only beautiful but cool in the summer. Lot's of natural light, you'll be impressed by the formal living room with a marble firelace and adjoining formal dining room but the party starts in the kitchen. Wait till you see this huge sunny kitchen with new granite counters, a large breakfast bar, wine bar, wine rack, double ovens, new microwave, dishwasher, convertable cook top/grill and garden window. The adjoining family room has even more eating space and a fireplace. Upstairs you will find beautiful wood flooring and a large master bedroom with private bath, romantic soaking tub, seperate shower and walk in closet. There are 3 additional bedrooms on the second floor and another full bath. This home also has an inside laundry room with sink and a private patio off the family room perfect for entertaining. The beach is just a short, 5 minute drive as are plenty of dining and shopping. Think of all the money you will save being able to park your boat, RV's or extra cars!



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5721 Windcroft Drive

Huntington Beach, CA 92649

MLS #OC20058182

\$1,384,000

5 Beds 3.00 Baths

3,000 Sq. Ft. (\$461 / sqft)

ACTIVE 5/4/20

Year Built 1989

Days on market: 2



Kasey Schoen

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kasey@wrstudios.com

5462 Bankton Drive Huntington Beach, CA 92649

MLS #OC20056661

\$1,389,000

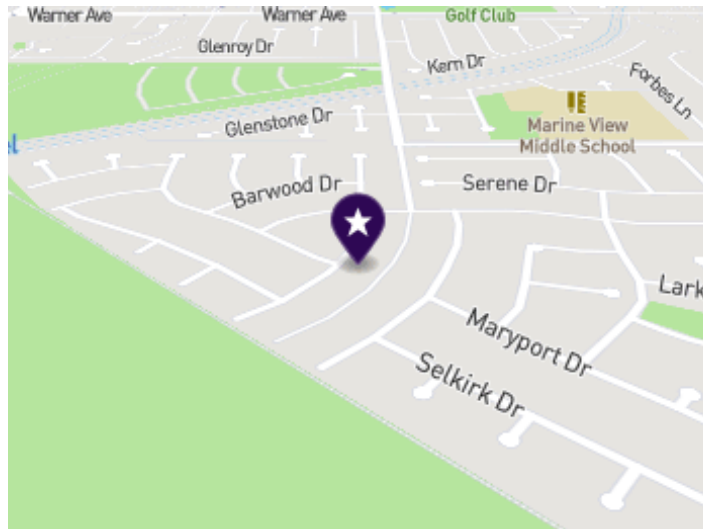
ACTIVE 1/16/20

4 Beds 3.00 Baths

Year Built 1976

2,561 Sq. Ft. (\$542 / sqft)

Days on market: 32



Details

Prop Type: Single Family Residence

County: Orange

Area: 15 - West Huntington Beach

Subdivision: Landing (LNDG)

Full baths: 2.0

Half baths: 1.0

Lot Size: 5,700.0

Garages: 3

List date: 1/16/20

Off-market date: 3/21/20

Updated: Apr 30, 2020 12:05 AM

List Price: \$1,389,000

Orig list price: \$1,389,000

School District: Huntington Beach Union High

High: Huntington

Middle: Marine View

Elementary: Hope View

Features

Association Y N: false

Attached Garage Y N: true

Community Features: Curbs, Preserve/Public Land, Sidewalks, Storm Drains, Street Lights, Suburban

Construction Materials: Stucco

Cooling: Central Air

Flooring: Carpet, Stone

Heating: Forced Air

Interior Features: Coffered Ceiling(s), Granite Counters, High Ceilings, Recessed Lighting

Land Fee/Land Lease: Fee

Levels: Two

Listing Terms: Cash, Cash To New Loan

Lot Features: Level, Sprinkler System

Lot Size Area: 5700

Patio And Porch Features: Patio, Terrace

Pool Features: None

Pool Private Y N: false

Property Attached Yes/No: No

Roof: Concrete

Bathroom Features: Bathtub, Shower, Double sinks in bath(s), Double Sinks In Master Bath, Dual shower heads (or Multiple), Exhaust fan(s), Jetted Tub, Privacy toilet door, Quartz Counters, Remodeled, Separate tub and shower, Walk-in shower

Kitchen Features: Granite Counters, Remodeled Kitchen, Walk-In Pantry

Room Type: All Bedrooms Up, Entry, Family Room, Formal Entry, Kitchen, Laundry, Living Room, Master Suite, Office, Separate Family Room, Walk-In Closet, Walk-In Pantry, Workshop

Senior Community Yes/No: No

Sewer: Public Sewer



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Spa Features: None**Special Listing Conditions:**
Standard**Utilities:** Cable Available,
Electricity Connected,
Natural Gas Available, Sewer
Connected, Underground
Utilities, Water Connected**View:** Catalina,
Neighborhood, Ocean, Peek-
A-Boo**Virtual Tour:**
[http://slidetours.com/video/
5462_Bankton_Dr.html](http://slidetours.com/video/5462_Bankton_Dr.html)**Water Source:** Public**Window Features:** Double
Pane Windows, Plantation
Shutters

Remarks

Welcome home to 5462 Bankton Drive, a fabulous expanded custom remodel in The Landing neighborhood adjacent to the Bolsa Chica Wetlands and a dream home to build life-long memories and enjoy the many upgrades in this serene location. The stately eight foot wood entry doors open to a foyer with tall ceilings and a custom staircase with artisan formed iron railing. Adjacent is an expanded living room with architectural ceiling design and a formal dining room. The chefs kitchen has new white cabinets, top grade stainless appliances and granite countertops. The large family room has a cozy fireplace and access to professionally landscaped rear yard. An upgraded powder bath and a convenient walk-in pantry complete the first floor.

Upstairs is the expanded Master Suite with a romantic deck with views of the wetlands and Catalina Island on a clear day. Spa-like Master bath includes beautiful walk in shower, jetted tub and dual vanities. Laundry room has been moved to the upper floor along with an office/exercise room adjacent to the Master Suite. Three generous sized secondary bedrooms with an additional upgraded bath are also on the upper floor.

Gigantic, expanded three car garage with extra space for storage, an office, or potential for converting to downstairs bedroom.

Award Winning Schools, Close to Golf, Equestrian & HB Central Park. Top Coastal HB location! Virtual Tour available or Paste URL on browser: [//slidetours.com/video/5462_Bankton_Dr.html](http://slidetours.com/video/5462_Bankton_Dr.html)

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5462 Bankton Drive

Huntington Beach, CA 92649

MLS #OC20056661

\$1,389,000

ACTIVE 1/16/20

4 Beds 3.00 Baths

Year Built 1976

2,561 Sq. Ft. (\$542 / sqft)

Days on market: 32



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Analysis

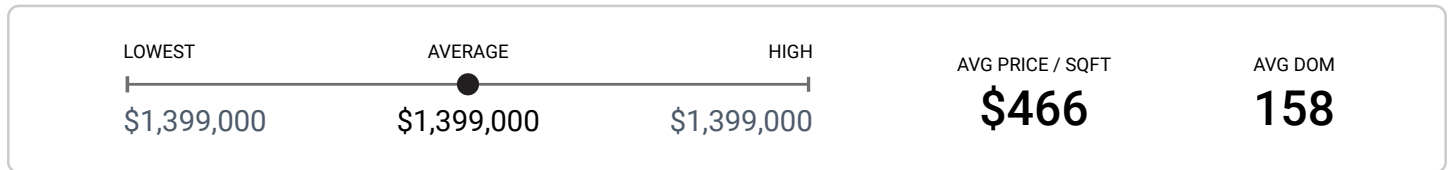


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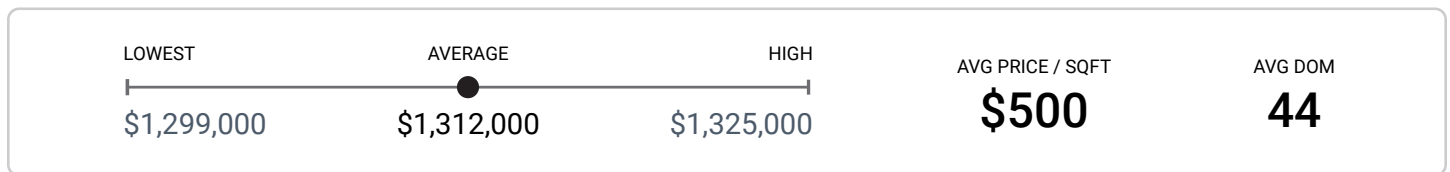
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Comparable Property Statistics

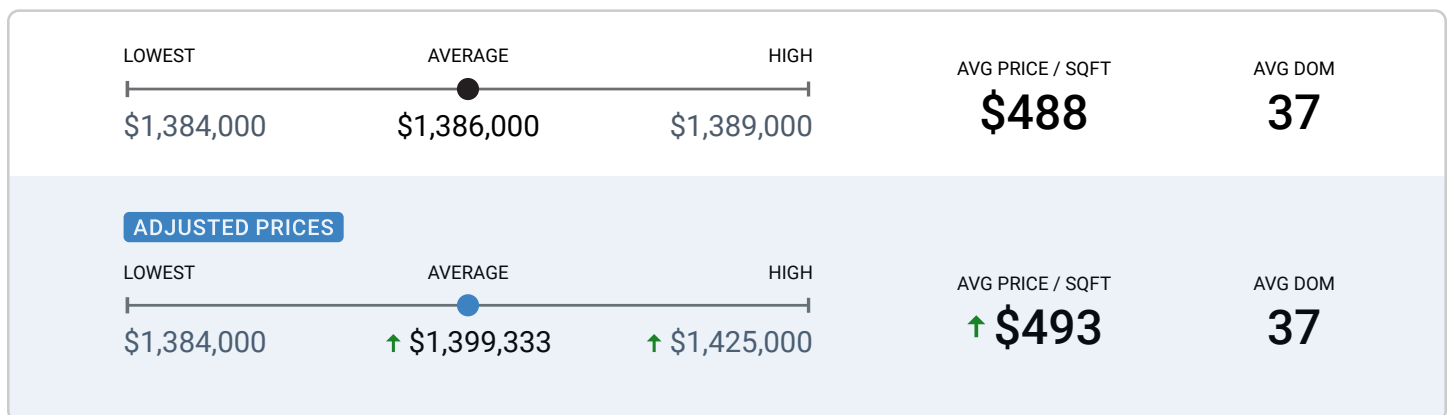
X 1 Expired Listings



S 2 Sold Listings



A 3 Active Listings



Large, easy
to read text



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Online Valuation Analysis

5.0% | \$65,744

Zestimates varied up to 5.0% or \$65,744 compared to actual MLS prices.

X 1 Expired

ADDRESS	PRICE	ZESTIMATE	DIFFERENCE
17682 Helenbrook Lane	\$1,399,000	\$1,443,729	3.2%

S 2 Sold

ADDRESS	SOLD DATE	SOLD PRICE	ZESTIMATE	DIFFERENCE
17722 Falkirk Lane	11/18/19	\$1,325,000	\$1,390,744	5.0%
17901 Denvale Circle	12/13/19	\$1,299,000	\$1,336,988	2.9%

A 3 Active

ADDRESS	PRICE	ZESTIMATE	DIFFERENCE
17682 Crestmoor Lane	\$1,385,000	\$1,347,218	-2.7%
5721 Windcroft Drive	\$1,384,000	\$1,336,668	-3.4%
5462 Bankton Drive	\$1,389,000	\$1,364,536	-1.8%

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Sold Property Analysis

Averages

97.9%

Homes sold for an average of 97.9% of their list price.

44

Days on market

It took an average of 44 days for a home to sell.

Analysis

ADDRESS	LIST PRICE	SOLD PRICE	% OF LIST PRICE	DOM	\$ PER SQFT
17722 Falkirk Lane	\$1,380,000	\$1,325,000	96.0%	36	\$507
17901 Denvale Circle	\$1,299,000	\$1,299,000	100.0%	53	\$492
Averages	\$1,339,500	\$1,312,000	97.9%	44	\$500

Important takeaways highlighted at the top of the page make explanations easier



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Suggested List Price

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

\$1,420,500 - \$1,500,400
\$473 / sqft - \$499 / sqft

Comparable Averages *per Status*

X 1 Expired
\$1,399,000 \$466 / sqft
 158 Days on Market

S 2 Sold
\$1,312,000 \$500 / sqft
 44 Days on Market

A 3 Active
\$1,386,000 \$488 / sqft
ADJ↑ **\$1,399,333** \$493 / sqft
 37 Days on Market

Additional Notes

The CMA is a side-by-side comparison of homes for sale and homes that have recently sold in the same neighborhood and price range. This information is further sorted by data fields such as single-family or condo, number of bedrooms, number of baths, postal codes, and many other factors. Its purpose is to show fair market value, based on what other buyers and sellers have determined through past sales, pending sales and homes recently put on the market.



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Closing



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Marketing Action Plan

Below are a few of the services we can provide as part of the marketing of your home. Before we can get started, the first important step is to:

- Sign and complete the Listing Agreement
-

First Week

- Enter listing into the MLS system.
- Put up "For Sale" yard sign.
- Install lock box. (optional)
- Schedule time to shoot property photos.
- Review showing procedure.
- Prepare property flyer.
- Syndicate listing to real estate websites.

Second Week

- Invite brokers and agents to tour home.
- Begin agent to agent marketing efforts.
- Review and update status.

Third Week

- Hold Open House.

Ongoing activities

- Show property to potential buyers.
- Follow-up on Internet leads.
- Monitor market conditions.
- Monitor comparable properties for sale.
- Monitor foreclosures and short sales in market.



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The Importance of Communication

If the goal of communication is to understand and to be understood, then sharing information can only help your real estate professional do the best job possible for you.

Your real estate professional should listen to your dreams, goals, and hurdles that must be overcome. By the same token, you should be ready to hear and act upon the expertise and information they bring to you. With this knowledge, your real estate professional has a better grasp of who you are and what you want to achieve. Without it, they may be working at cross purposes to your needs.

The key word is sharing. Share information about yourself and ask your real estate agent to share information as well. Consider how they received their training, their specialties, and how knowledgeable they are about the marketplace where you are buying or selling your home.

Goals: Consider your long term goals. What is your objective in buying or selling your home, is it an investment or a long-term occupancy? Where are you planning to move? How soon?

Interests: Take into account personal interests and its locations. Do you want to be near work, near a specific school, or near certain amenities? What are the interests of the other members of your household? Which are the priorities when it comes time to select a home?

Challenges: Given the current lending environment, even those with good credit face challenges when buying or selling a home. Do you have a home to sell before you purchase? Have you checked your credit scores? Do you have a down payment? Have you been prequalified by a lender?

Lifestyle and Preferences: The type of home you purchase can make a difference to your personal comfort. Is there a type of architecture you prefer? How many bedrooms and baths do you think you'll need? Do you prefer one or two story homes? Or three? Do you prefer a walkable community?

There are pros and cons to every choice you make. Exploring both sides of any question or consideration can help you to truly understand that you're buying more than a condo or a single-family home - you're buying an environment for the next few years at least. Good communication can help you meet your goals and avoid disappointment. Your real estate professional wants you to be as happy and satisfied with your choices as possible. Ask your real estate professional as many questions as you want. Ample communication will increase your likelihood of making the best choice possible for your household.



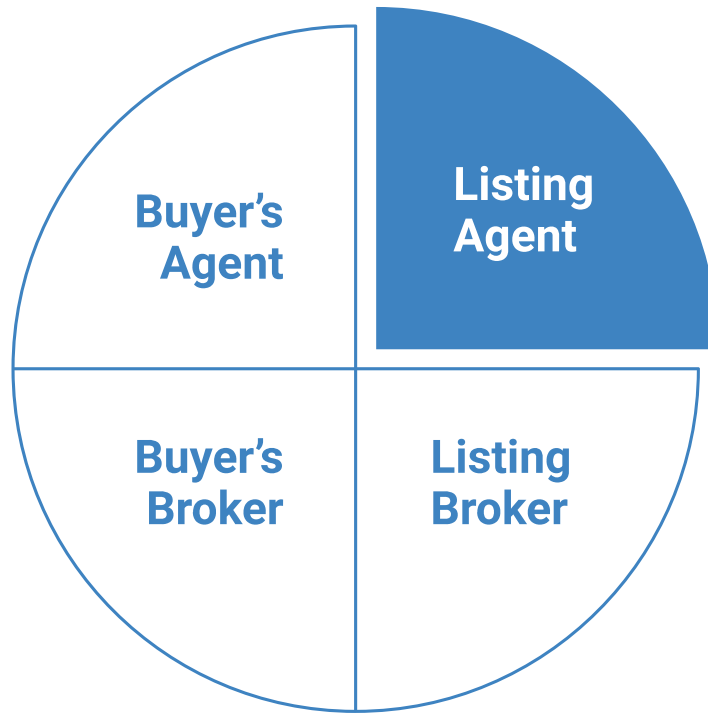
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Commission Distribution



The vast majority of real estate agents work on commission, meaning that they are paid once the transaction closes. To simplify how commissions are routed, sales commissions are paid out of the seller's proceeds, according to the terms of the listing agreement and/or the sales contract. Thus, the buyers' agent commission is paid by the sellers, as a portion of their listing commission.

All commissions paid to a real estate agent have to pass through their broker; only a broker can pay a commission and only a broker can sign a listing agreement or a buyer representation agreement.

When the home is listed in the Multiple Listing Service (MLS), the listing broker discloses the terms of the commission to other cooperating brokers, so they know what compensation is offered before they bring their buyers to the listing. When the buyer's broker presents an offer to the seller, it typically includes a provision to collect their share of the sales commission, as offered by the listing agent in the MLS.

At the closing, you will see the amount of commission being paid to each agent's brokerage on the closing disclosure form. There will be a portion for the listing brokerage and a portion for the selling brokerage. Each agent will then be paid by their broker for whatever amount of the commission they have earned based on their compensation agreement with their brokerage.

Because agents are independent contractors, they use their portion of the commission to cover all of their business costs, including marketing, health insurance, licensing costs, business insurance, continuing education, and more.



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Why you need a real estate professional

Given the proliferations of services that help home buyers and sellers complete their own transaction, you may have considered whether you should go it yourself instead of working with an agent. However, there is no substitute for an experienced professional, and taking on all the responsibility yourself could be costlier than an agent's commission in the long run.

According to the National Association of Realtors' 2017 Profile of Home Buyers and Sellers, only 8% of home sales were accomplished as for sale by owner (FSBO), and of those, 40% knew their buyer personally. FSBO home sales had a median price of \$190,000 in 2017, compared to the agent assisted home sale median price of \$250,000.

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

- They're trained and licensed professionals.
- They have experience in your neighborhood and your market.
- They have oversight from brokers and state licensing officials.
- Their job is to advise you the best way to reach your goals.
- They know how to present your home and deal with buyers.
- They know how and where to market properties effectively.
- They know how to overcome typical snags that occur in real estate transactions and closings.
- They understand state-required disclosures and look out for your best interests.
- They understand personal safety and security for your belongings during showings.
- They know the best resources to make transactions go more smoothly, from bankers to home-stagers to contractors.
- They have access to the most accurate and comprehensive data - the MLS, the only data repository that has the most up-to-date listing and sales information.
- They know how to negotiate.
- Their job is making real estate transactions successful.
- Their continuing education keeps them up-to-date on housing issues.

With a real estate professional in your corner, you'll have a partner by your side to advocate for you and advise you through the entire home sale process.



**Only include the
pages you want**



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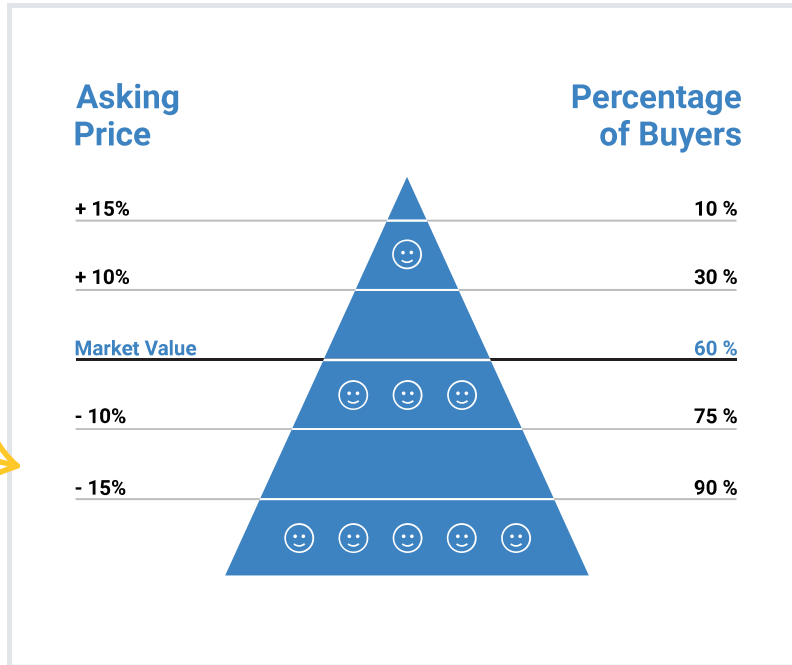
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Intelligent Pricing and Timing

Charts help you overcome common seller questions



Pricing a home for sale is as much art as science, but there are a few truisms that never change.

- Fair market value attracts buyers, overpricing never does.
- The first two weeks of marketing are crucial.
- The market never lies, but it can change its mind.

Fair market value is what a willing buyer and a willing seller agree by contract is a fair price for the home. Values can be impacted by a wide range of reasons, but the two biggest are location and condition. Generally, fair market value can be estimated by considering the comparables - other similar homes that have sold or are currently for sale in the same area.

Sellers often view their homes as special, which tempts them to put a higher price on it, believing they can always come down later, but that's a serious mistake.

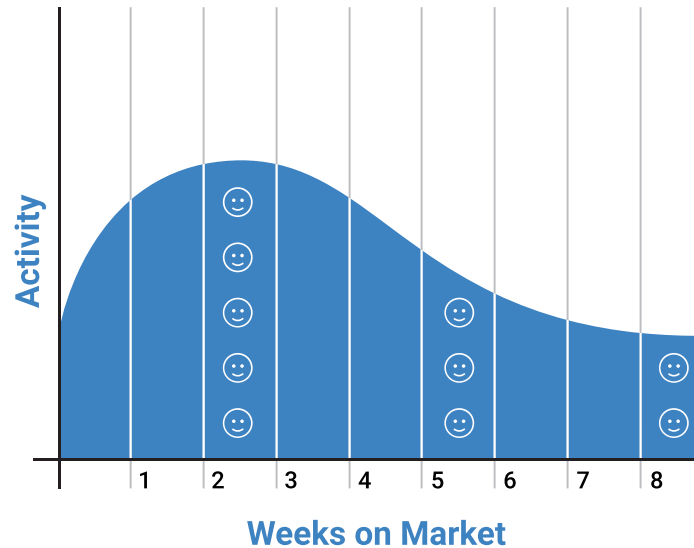
Overpricing prevents the very buyers who are eligible to buy the home from ever seeing it. Most buyers shop by price range and look for the best value in that range.



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Intelligent Pricing and Timing



Your best chance of selling your home is in the first two weeks of marketing. Your home is fresh and exciting to buyers and to their agents.

With a sign in the yard, full description and photos in the local Multiple Listing Service, distribution across the Internet, open houses, broker's caravan, ads, and email blasts to your listing agent's buyers, your home will get the greatest flurry of attention and interest in the first two weeks.

If you don't get many showings or offers, you've probably overpriced your home, and it's not comparing well to the competition. Since you can't change the location, you'll have to either improve the home's condition or lower the price.

Consult with your agent and ask for feedback. Perhaps you can do a little more to spruce up your home's curb appeal, or perhaps stage the interior to better advantage.

The market can always change its mind and give your home another chance, but by then you've lost precious time and perhaps allowed a stigma to cloud your home's value.

Intelligent pricing isn't about getting the most for your home - it's about getting your home sold quickly at fair market value.



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Showings and Open House Checklist

Once your home goes on the market, real estate agents may call to show your home anytime, even if you've listed preferred showing times in the instructions. Keeping your home in showtime condition can be challenging, especially if you have children and pets. Here are some pointers for presenting your home in the best light

Showings & Open House Checklist

- Eliminate clutter: The less cluttered your home, the better it shows. If you have a lot of knick-knacks, collections, or family mementos, consider renting a portable storage unit, which can be stored until it's time to deliver it to your new home.
- Keep, donate, throw away: If you have time before you go on the market, sort unwanted belongings into one of these three baskets. You'll receive more in tax benefits for your donations than pennies on the dollar at a garage sale. It's faster, more efficient and you'll help more people.
- Remove temptations: Take valuable jewelry and collectibles to a safety deposit box, a safe, or store them in a secure location. Also secure your prescription medicine and private financial documents.
- Remove breakables: Figurines, china, crystal and other breakables should be packed and put away in the garage or storage.
- Be hospitable: You want your home to look like a home. Open the blinds, turn on the lights, and make visitors feel welcomed.
- Have a family plan of action: When a showing happens at an inconvenient time, get the family engaged. Everyone can pitch in to tidy up in a hurry: pick up glasses, plates, clothing, and anything else left lying about.
- Get in the habit: Wash dishes immediately after meals. Clean off countertops. Make beds in the morning. Keep pet toys and beds washed and smelling fresh.
- Clean out the garage and attic: Buyers want to see what kind of storage there is.

The Essential Five-minute Clean-up for Showings

Everyone gets a basket and cleans up clutter. Check for hazards, like toys left on the floor. Make sure all toys, including bicycles, are put away.

- Put pets in daycare, sleep cages or take them with you: In the listing instructions, there should be a warning if there is a big dog on premises. Buyers with allergies also may appreciate knowing in advance if you have pets.
- Turn on lights: Open the drapes, turn on lights so buyers can really see.
- Give the buyer privacy: The buyer cannot come to your home without being accompanied by an agent. They will be more comfortable touring the home without your presence.



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Realsatisfied Agent Ratings

Peter Sample

Satisfaction



William J. Buyer

02/26/2020

Peter did an outstanding job for us. We would gladly recommend him to anyone who asks. We will most certainly be using him again for our next transaction!

Recommendation



Christopher Jackson, Ivy Drive South Buyer

12/15/2019

To Whom It May Concern, The service and personal attention we received from RealSatisfied Real Estate was exceptional and unexpected from a real estate agent! They are truly a high-calibre team. Their knowledge of the local market and their key contacts in the community helped us in our search for our dream home. After patiently going through listings and explaining tax details with us, they made sure we got the best offer for our previous home and more importantly, the best value purchase for the new one! Regardless of whether you are buying or selling, I would highly recommend Ethan Taylor to help you in this life changing move. We could not have asked for a better Realtor to guide us through the process.

Performance



Andrew Mason, Amsterdam Lane Buyer

10/10/2019

To Whom It May Concern, The service and personal attention we received from RealSatisfied Real Estate was exceptional and unexpected from a real estate agent! They are truly a high-calibre team. Their knowledge of the local market and their key contacts in the community helped us in our search for our dream home. After patiently going through listings and explaining tax details with us, they made sure we got the best offer for our previous home and more importantly, the best value purchase for the new one! Regardless of whether you are buying or selling, I would highly recommend Ethan Taylor to help you in this life changing move. We could not have asked for a better Realtor to guide us through the process.



Insert your ratings automatically from realsatisfied, RatedAgent, Reach150 and Zillow

Taylor Martin, Iron St Buyer

09/27/2019

To Whom It May Concern, The service and personal attention we received from RealSatisfied Real Estate was exceptional and unexpected from a real estate agent! They are truly a high-calibre team. Their knowledge of the local market and their key contacts in the community helped us in our search for our dream home. After patiently going through listings and explaining tax details with us, they made sure we got the best offer for our previous home and more importantly, the best value purchase for the



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My Trusted Vendors

Below are a few companies I have worked with in the past and my main contact with them. Just tell them "Kasey sent me".

Carter Gaskill

Landwood Title Company
949-923-7584

Robert Rabano

Loan Depot
714-906-8824

Steve Shoeman

ABC Carpet Cleaners
949-657-4567

Ang Nguyen

House Painter
714-444-1514

Steve Jerrel

Home Electrical Repair
714-987-6541

Leo & Sue Aguiar


Landscaping maintenance and repair
949-547-8521

Brad Agee

Pool repair and maintenance
714-654-9873

Gene Rogers

Handyman
657-874-8963



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Moving Checklist

Moving to a new home can be an exciting but stressful journey. By finding the right movers and having a good, though flexible, moving plan, most of the common moving headaches can be easily avoided.

Start planning

Finding the best mover for you at the right price involves a simple evaluation of your needs. Moving companies provide a wide range of services, from planning your move, storing your things, packing and unpacking, to decorating and organizing your belongings in your new home. You can choose which services you want and have them tailored to suit your budget.

Compare movers

When you compare price and service estimates from several companies, you will find that estimates are based on the weight of your household items, the distance they will be moved, and the amount of packing and other services you will require. Be sure to show the estimator every item that will be moved. Estimates should be done in person and include a clear explanation of rates and charges that will apply, the mover's liability for your belongings, pick-up and delivery schedules, and claims protection.

If you are moving interstate, you should read and understand all of the information you will receive. In addition to brochures explaining their various services, moving companies should give you a copy of a consumer booklet titled "Your Rights and Responsibilities When You Move" and information regarding the mover's participation in a Dispute Settlement Program. Distribution of the consumer booklet and the requirement that movers must offer shippers neutral arbitration as a means of settling disputes that may arise concerning loss or damage on household goods shipments are requirements of the Federal Highway Administration (FHWA).

Be prepared

Even in the most well-planned moves, something unexpected may happen. In those instances, insurance is crucial. Check with your homeowner's insurance provider about coverage for your belongings while moving. Your mover will provide either released value insurance (about \$0.60 per pound of goods lost or damaged, according to NAVL.com) or full replacement value, which you must sign for on your bill of lading. If you are not sure how to estimate the value of your belongings for insurance purposes, your insurance carrier can help. Items of special value such as heirlooms, paintings, or collectibles can be insured under separate riders. In the event of damage to an item, file a claim immediately. Be sure to save the packing materials to show to the adjuster, should there be any problems.

Packing up and moving on

Once the time has come to start packing and organizing, here are some tips to make the process smooth:

- Start by packing the things you use most infrequently.



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- Pare down items that have accumulated over time by group them into 3 categories Keep, Donate, or Throw Away.
- Create an inventory sheet of valuables and a list of which boxes they were packed in.
- Label your boxes according to the rooms where they'll be moved - bedroom #2, 1st floor bath, etc. Consider using different colored stickers/tape for each room.
- Provide your movers with copies of the floorplan of your new home, so they can move more efficiently without having to stop and ask you where things go.
- Try to keep boxes under 50 lbs. whenever possible, put heavier items in smaller boxes to reduce bulkiness, and place lighter items in larger boxes.
- Dispose of items that can't be moved, like flammable liquids, cleaning fluids, etc. Prepare your mower by emptying the fuel and recycle your propane grill tanks.
- Snap a photo of the back of electronic devices so you know which wires to attach when setting them up in your new home.
- Pack an overnight bag with moving day essentials, including toiletries, clothes, medications, and charger cords.

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