



## MARKETABILITY EVALUATION

Property Address: \_\_\_\_\_

Prepared by: \_\_\_\_\_ Date: \_\_\_\_\_

The following criteria are employed by Watkins Realty Group to help evaluate the salability of a short sale property. Keep in mind that in the current market, there are many competitive homes for sale. It is important to maximize the potential of every possible area when marketing a property.

**Rate the following aspects from one to five, with five being the best.**

1. **List price is at or below market.** The price should be attractive compared to other competing properties in the area. \_\_\_\_\_.
2. **Attractive commission rate offered.** An attractive commission rate gives the buyer's agent the incentive to show the property and make offers on it. \_\_\_\_\_.
3. **Easy access for showing.** The most important consideration here is that the property is available on lock box. If availability is restrictive, this will impede the marketability of the property. \_\_\_\_\_.
4. **Yard sign.** Some of the best buyers come from calls from yard signs because they are attracted to the property. \_\_\_\_\_.
5. **Seller to complete obvious needed repairs.** The seller should have the home in the best possible condition for showing, and if possible, complete any easily accomplished repairs, improvements, etc. \_\_\_\_\_.
6. **Seller to provide repair or closing cost credit.** A repair/improvement allowance or closing cost credit will make the property more attractive to the buyer. \_\_\_\_\_.
7. **Avoid contingencies / Allow immediate possession.** When a seller offers their property free of other conditions that constrain the availability, it makes the property much more salable. Generally, the sooner a buyer is able to move in, the more inclined they are to buy it. \_\_\_\_\_.
8. **Extra amenities included.** When the sellers include kitchen appliances, lighting fixtures, fireplace equipment, patio furnishings, etc, it creates more desire for their property with the buyers. \_\_\_\_\_.
9. **Experienced short sale agent.** When a buyer's agent calls about a short sale property, he or she will usually ask about the listing agents' short sale experience, where the property is at in the process, etc. Having an experienced short sale listing agent increases the marketability of the home. \_\_\_\_\_.
10. **Aggressive and timely follow-up.** Both the short sale listing agent and the seller must be aggressive with follow thru on the Lender's requests for documentation, etc. Without this approach, the process is slowed, and potential buyers may become frustrated and move on to another property. \_\_\_\_\_.