Building an Accurate CMA

Companion to slides 1-16 | Participant workbook

Turning Property Knowledge Into a Defensible Pricing Strategy

YOUR OBJECTIVE

Develop a market range you can explain using property knowledge, relevant comparisons, current competition, and professional judgment.

Name:

Class date:

Property or example you will follow:

How to use this workbook

Follow the slide references at the top of each page. Capture the main ideas during class, then use the property worksheets when preparing your next CMA. Blank fields are for your own verified information. No real property value is implied by the examples.

Your path: understand the property, compare the evidence, develop a range, and explain the recommendation. Week 6 builds on this work with Pricing Strategy & Positioning.

The purpose of the CMA

Slides 1-2 | Building an Accurate CMA / The CMA Is More Than a Price

KEY IDEA

A strong CMA helps the seller understand the evidence and the reasoning behind a defensible market position.

What should a seller understand after I present the CMA?

What makes a recommendation defensible?

What could cause me to select evidence that supports a preferred number?

One change I want to make in my CMA process:

Know the subject property

Slides 3-4 | Property Walk-Through / Subject Property Verification

KEY IDEA

The CMA begins before the MLS search. Observe the property, cross-check the facts, and resolve conflicting information.

What I need to understand	My observations / questions
Condition and deferred maintenance	
Layout, usable space, and special features	
Improvements, quality, and approximate timing	
Lot, location, basement, and garage	

Fact to verify	Source / discrepancy	Follow-up needed

Verification reminders: property type, style, age, beds, baths, living area, lot size, school district, annual property taxes, and relevant permits. Clarify what each area figure includes.

Think like a buyer

Slides 5-6 | Buyer Alternatives / The Four CMA Categories

KEY QUESTION

What other homes would a buyer reasonably consider instead of this one?

The features that define this property's likely competition:

Category	What it contributes	What I need to investigate
Sold	Completed transactions and historical evidence.	
Pending	Current buyer choices; final price may be unknown.	
Active	Today's available alternatives and asking prices.	
Expired / withdrawn	Situations requiring investigation, not automatic proof of rejection.	

Where might a nearby property be a poor comparison?

Read the sold evidence

Slide 7 | Sold Properties: Your Evidence

KEY IDEA

Review relevance, timing, condition, and terms. Historical sales should be considered alongside current competition and market conditions.

Illustrative sale - not an actual transaction	Details
Closing timing	45 days before the CMA date
Sale price	$482,000
Condition	Updated and well maintained
Seller concessions	$5,000

The example does not establish a value for your subject property. Investigate concessions and their market effect rather than automatically subtracting them dollar for dollar.

What must I verify before relying on this sale?

Which differences from the subject could change its relevance?

Track current buyer choices

Slides 8-9 | Active Competition / Pending Activity

KEY IDEA

Active asking prices describe competition. Pending listings can reveal current activity without confirming a final sale price.

Property / status	Price and timing	Condition / presentation	What it suggests

If buyers saw both homes today, what trade-offs would they notice?

What do I know, and what remains an assumption?

Refresh the relevant listings before presenting the recommendation or going live.

Investigate and select carefully

Slides 10-11 | Expired / Withdrawn Listings / Best Comparables

KEY IDEA

Investigate why a listing left the market. Select comparisons by relevance, not by whether their prices support a preferred answer.

Listing history to investigate	What I found / source
Pricing and price changes	
Condition, presentation, and marketing	
Showing access and seller circumstances	

Which properties belong in my CMA, and why?

Which properties should receive less weight or be excluded, and why?

Weigh location, type, size, condition, age, layout, amenities, lot, parking, and market timing according to the property and local market.

My comparable property grid

Slides 7-11 | Working comparison sheet

Subject address: _____ CMA date: _____

Property detail	Subject	Comparable 1	Comparable 2	Comparable 3
Address / listing ID				
Status / source				
List / sale price				
Contract / closing date				
Days on market / changes				
Concessions / terms				
Type / beds / baths / area*				
Condition / improvements				
Layout / basement / garage				
Lot / location / amenities				

* Compare area figures on a consistent basis. Note meaningful differences and unresolved facts on the next page.

Compare market appeal

Slide 12 | Adjustments: Avoid False Precision

KEY IDEA

Rate each comparable relative to the subject using local buyer response. A pool, larger lot, or additional feature is not automatically superior.

Use G = greater, S = similar, or L = lower market appeal relative to the subject. Explain meaningful differences and support any dollar adjustments with evidence.

Feature	Comp 1	Comp 2	Comp 3	Evidence / explanation
Kitchen / updates				
Basement				
Bathrooms / garage				
Lot / pool				
Location / condition				

Market support for adjustments, or reasons a precise amount is uncertain:

Unresolved facts to verify before finalizing:

Improvements and buyer value

Slide 13 | Seller Improvements vs. Market Value

KEY QUESTION

The seller says, "I spent $50,000 on that kitchen." How much additional value will buyers place on it compared with their other choices?

Concept	Meaning	Application to this property
Cost	What the seller spent.	
Value	Additional price buyers may pay.	
Marketability	How readily the home attracts interest and sells.	
Buyer appeal	How desirable buyers find the feature.	

What improvement should I acknowledge, and what evidence should I review?

How I would explain the difference respectfully to the seller:

Develop a supported range

Slide 14 | Establish a Pricing Range

KEY IDEA

A useful range reflects relevant evidence and uncertainty. Explain what supports it before choosing an initial asking price.

My supported market range: $_____ to $_____

Evidence to reconcile	How it informs the range
Most relevant completed sales	
Current competition and pending activity	
Subject condition and relative appeal	
Demand, inventory, and market direction	

What supports the lower and upper ends of the range?

What uncertainty or missing information could change my conclusion?

Connect price to buyer response

Slide 15 | Price Is a Marketing Decision

KEY IDEA

Pricing influences buyer response without guaranteeing offers. Condition, presentation, access, and market conditions also shape the outcome.

Step	What I should consider for this property
Price	Position relative to the alternatives buyers can choose.
Online visibility	How the price relates to buyers' search choices.
Buyer interest	Whether the overall offering earns closer attention.
Showings	Whether buyers can visit and experience the home.
Offers	What verified feedback and activity reveal.
Negotiating leverage	How the actual response informs the seller's position.

What could strengthen this property's overall offering before launch?

What should I explain without promising a particular outcome?

My Week 5 takeaway

Slide 16 | From Market Analysis to Pricing Strategy

THE CMA FOUNDATION

Property knowledge + comparable sales + current competition + market conditions + professional judgment.

My recommendation, stated clearly in two or three sentences:

The strongest evidence supporting it:

Questions or verification still needed:

One action I will complete before my next pricing conversation:

NEXT WEEK: WEEK 6 - PRICING STRATEGY & POSITIONING

Bring your supported range and current competition analysis. The next decision is how to enter the market.