MONTHLY FACE-TO-FACE MEETING | 2 OF 3

Review the Updated CMA

Show the evidence, explain meaningful differences and distinguish asking prices from completed sales.

Property address

CMA prepared / reviewed date

Current asking price

Days on market / as-of date

Bring the full CMA. Review relevant active, pending and recently sold homes. Select comparables by relevance; explain any search beyond the weekly three-mile competition review.

Address / MLS #	Status	Price / type	DOM	Important differences / meaning

Label prices as asking or closed sale. Do not assume pending sale prices; attach dated source sheets.

What has changed since the last review? Competition, response, condition or seller timing

Agent recommendation and evidence: price, presentation, access or marketing changes

Recommended asking price / keep current

Follow-up date to evaluate response

Seller’s response / decision / questions to resolve before approval

Use dated net / cost estimates with clear assumptions. Obtain required price-change approval separately.