

# Comparative Market Analysis

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This represents an estimated sale price for this property. It is not the same as the opinion of value in an appraisal developed by a licensed appraiser under the Uniform Standards of Professional Appraisal Practice.



Researched and prepared by  
**Aaron Kile**

Prepared exclusively for

Subject Property  
7509 Plumgrove Road  
Fort Worth, Texas  
76123

Prepared on  
December 02, 2025

## Aaron Kile

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# Comparative Market Analysis

7509 Plumgrove Road  
Fort Worth, 76123

Tuesday, December 2, 2025

## Summary of Comparable Listings

This page summarizes the comparable listings contained in this market analysis.

### Closed Listings

Address	Price	Beds	Bth F	Bth H	Ttl HLA	\$/SqFt	Sold Date
7509 Plumgrove Road		3	2	1	2250	190.50	
6308 Tavolo Parkway	\$478,000	3	2	0	2,288	208.92	11/06/2025
7513 Winterbloom Way	\$480,000	4	2	0	2,208	217.39	10/29/2025
6225 Whitebrush Place	\$495,000	3	2	1	2,351	210.55	11/17/2025
7721 Whisterwheel Way	\$550,000	3	2	1	2,380	231.09	07/25/2025
<b>Averages:</b>		<b>\$500,750</b>	<b>3.3</b>	<b>2.0</b>	<b>0.5</b>	<b>2,307</b>	<b>216.99</b>

	Low	Median	Average	High	Count
<b>Comparable Price</b>	\$478,000	\$487,500	\$500,750	\$550,000	4
<b>Adjusted Comparable Price</b>	\$477,845	\$487,068	\$499,358	\$545,450	4

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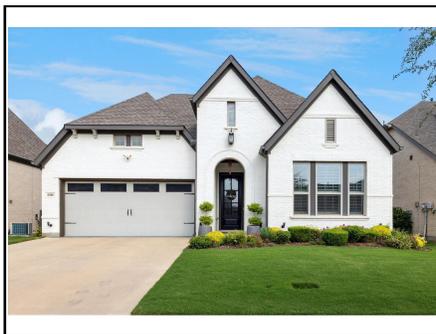
# Comparative Market Analysis

7509 Plumgrove Road  
Fort Worth, 76123

Tuesday, December 2, 2025

## CMA Price Adjustments

This page outlines the subject property versus comparables properties.



<u>Subject Property</u>	<u>Details</u>	<u>Adjust</u>	<u>Details</u>	<u>Adjust</u>
7509 Plumgrove Road	6308 Tavolo PKWY		7513 Winterbloom WAY	
<b>MLS#</b>	21042374		21069563	
<b>List Price</b>	\$428,868		\$485,000	
<b>List Date</b>	06/19/2019		09/25/2025	
<b>Status</b>	Closed		Closed	
<b>Date Available</b>				
<b>DOM</b>	41	41	15	
<b>Subdivision</b>	Tavolo Park	Tavolo Park	Tavolo Park	
<b>Prop Type</b>	Single Family	Single Family	Single Family	
<b>Year Built</b>	2019	2021	2019	
<b>HOA Fee</b>	650	\$950	\$995	
<b>SqFt Total</b>	2250	2,288	2,208	1,470
<b>SqFt Building</b>	2250			
<b>Beds</b>	3	3	4	
<b>Total Baths</b>	2/1	2/0	2/0	0/1,000
<b># Units</b>				
<b># Stories</b>	1	1	1	
<b># Living Areas</b>	2	2	1	0
<b>Pool on Prop</b>	No	No	No	
<b>Easements</b>			None	
<b>Road Frontg</b>				
<b>Restr/Encumb</b>			Deed	
<b>Ttl Cvrd Park</b>	2	2	2	
<b># Parking Spc</b>				
<b>Curr \$/SqFt</b>	190.5	\$208.92	\$217.39	
<b>L\$/SF &amp; Lot SF</b>		\$211.98/\$79.53	\$219.66/\$79.53	
<b>Lot SqFt</b>	6534	6,098	6,098	
<b>Lot Desc</b>	Few Trees, Interior Lot, L	Interior Lot, Landscaped, Subd	Interior Lot, Sprinkler System, 5	
<b>Handicap Amn</b>		No	No	
<b>Zoning</b>				
<b>Sale/Lse Price</b>	\$428,628	\$478,000	\$480,000	
<b>Sale/Lse Date</b>	10/23/2019	11/06/2025	10/29/2025	

<b>Price</b>	<b>\$478,000</b>	<b>\$480,000</b>
<b>Total Adjustments</b>	<b>-\$155</b>	<b>\$2,470</b>
<b>Adjusted Price</b>	<b>\$477,845</b>	<b>\$482,470</b>

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# Comparative Market Analysis

7509 Plumgrove Road  
Fort Worth, 76123

Tuesday, December 2, 2025

## CMA Price Adjustments

This page outlines the subject property versus comparables properties.



<u>Subject Property</u>	<u>Details</u>	<u>Adjust</u>	<u>Details</u>	<u>Adjust</u>
7509 Plumgrove Road	6225 Whitebrush PL		7721 Whisterwheel WAY	
<b>MLS#</b>	20898424		20973673	
<b>List Price</b>	\$428,868		\$560,000	
<b>List Date</b>	06/19/2019		06/18/2025	
<b>Status</b>	Closed		Closed	
<b>Date Available</b>				
<b>DOM</b>	41	200	7	
<b>Subdivision</b>	Tavolo Park	Tavolo Park	Tavolo Park Ph 4	
<b>Prop Type</b>	Single Family	Single Family	Single Family	
<b>Year Built</b>	2019	2024	2023	
<b>HOA Fee</b>	650	\$995	\$995	
<b>SqFt Total</b>	2250	2,351	2,380	-4,550
<b>SqFt Building</b>	2250			
<b>Beds</b>	3	3	3	
<b>Total Baths</b>	2/1	2/1	2/1	
<b># Units</b>				
<b># Stories</b>	1	1	1	
<b># Living Areas</b>	2	1	2	0
<b>Pool on Prop</b>	No	No	No	
<b>Easements</b>				
<b>Road Frontg</b>				
<b>Restr/Encumb</b>			Deed, Development	
<b>Ttl Cvrdrk</b>	2	3	3	
<b># Parking Spc</b>				
<b>Curr \$/SqFt</b>	190.5	\$210.55	\$231.09	
<b>L\$/SF &amp; Lot SF</b>		\$212.68/\$83.33	\$235.29/\$91.18	
<b>Lot SqFt</b>	6534	6,000	6,142	
<b>Lot Desc</b>	Few Trees, Interior Lot, L		Interior Lot, Landscaped, Sprinkl	
<b>Handicap Amn</b>		No	No	
<b>Zoning</b>				
<b>Sale/Lse Price</b>	\$428,628	\$495,000	\$550,000	
<b>Sale/Lse Date</b>	10/23/2019	11/17/2025	07/25/2025	

<b>Price</b>	<b>\$495,000</b>	<b>\$550,000</b>
<b>Total Adjustments</b>	<b>-\$3,335</b>	<b>-\$4,550</b>
<b>Adjusted Price</b>	<b>\$491,665</b>	<b>\$545,450</b>

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## Minimums and Maximums

This page summarizes key fields of the listings in this analysis.

### The listings in this analysis can be summarized as follows:

Listing Price between \$485,000 and \$560,000

3 to 4 Bedrooms

2 Full Bathrooms

0 to 1 Half Bathroom

2,208 to 2,380 Square Feet

\$211.98 to \$235.29 per Square Foot

\$208.92 to \$231.09 per Sold Square Foot

Year Built between 2019 and 2024

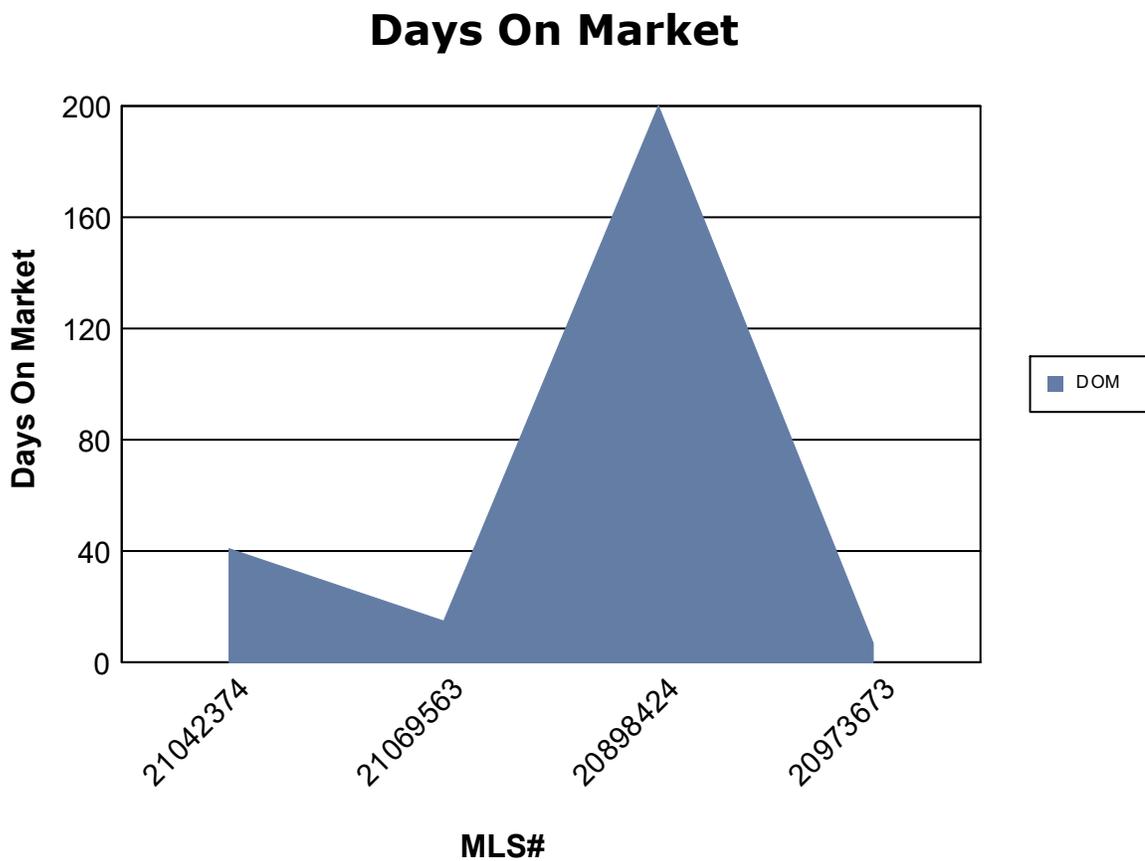
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## Number of Days On Market

This graph illustrates the number of days on market for the listings in this analysis.



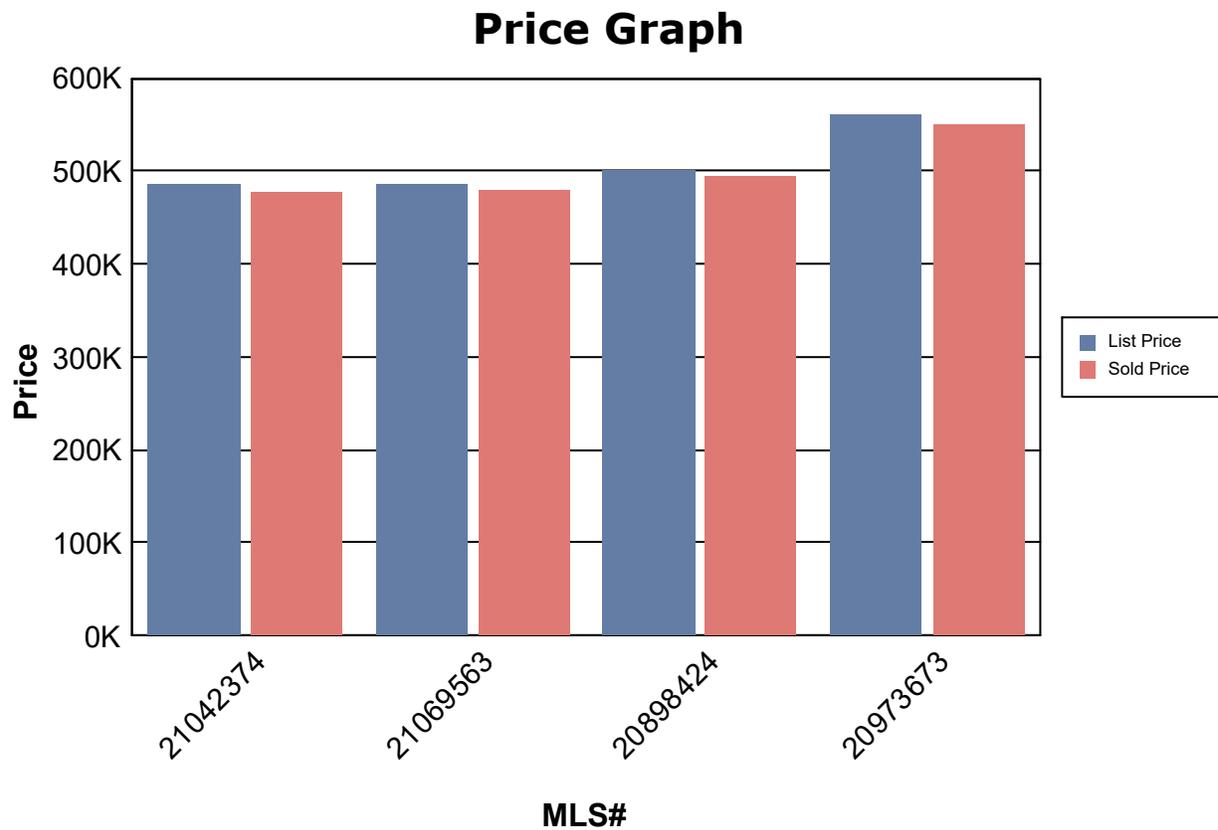
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## List Price and Sale Price

This graph illustrates the list price, along with sale price in Sold listings.



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# Comparative Market Analysis

7509 Plumgrove Road  
Fort Worth, 76123

Tuesday, December 2, 2025

## Brief Summary of Compared Listings

This report summarizes the comparable listings contained in this market analysis.

### Status: Closed

MLS#	Stat Date	Address	Prop Sub Type	SqFt Tot	Bds	Bth	L/S Price	DOM
21042374	11/06/2025	6308 Tavolo PKWY	Single Family	2,288	3	2.0	\$478,000	41
21069563	10/29/2025	7513 Winterbloom WAY	Single Family	2,208	4	2.0	\$480,000	15
20898424	11/17/2025	6225 Whitebrush PL	Single Family	2,351	3	2.1	\$495,000	200
20973673	07/25/2025	7721 Whisterwheel WAY	Single Family	2,380	3	2.1	\$550,000	7
<b>Averages:</b>				<b>2,307</b>	<b>3</b>	<b>2/1</b>	<b>\$500,750</b>	<b>66</b>

## Summary

Status	Total	Avg Price	Avg \$ Per SqFt	Median	Low	High	Avg DOM
ACTIVE							
Actv Contingent							
Active Kick Out							
Actv Opt Cntrct							
CANCELLED							
EXPIRED							
PENDING							
SOLD	4	\$500,750	\$216.99	\$487,500	\$478,000	\$550,000	66
TEMP OFF MRKT							
WITHDRAWN							
<b>Total</b>	<b>4</b>	<b>\$500,750</b>	<b>\$216.99</b>	<b>\$487,500</b>	<b>\$478,000</b>	<b>\$550,000</b>	<b>66</b>

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## CMA Pro Report

These pages give a general overview of the selected properties.

### Closed Properties

#### 6308 Tavolo PKWY



<b>MLS #:</b>	21042374	<b>Status:</b>	Closed	<b>Beds:</b>	3	<b>L Price:</b>	\$485,000
<b>County:</b>	Tarrant	<b>Baths:</b>	2/0	<b>S Price:</b>	\$478,000	<b>S Date:</b>	11/6/2025
<b>Subdiv:</b>	Tavolo Park	<b>Yr Blt:</b>	2021	<b>S Date:</b>	11/6/2025	<b>DOM:</b>	41
<b>Type:</b>	Single Family	<b>SqFt:</b>	2,288	<b>DOM:</b>	41	<b>Acres:</b>	0.140
<b>Parking:</b>	Garage, Garage Faces Front, Garage Single Door			<b>Pool:</b>	No		
<b>Rmks:</b>	Welcome to this stunning single-story home in Tavolo Park, designed for both everyday comfort and stylish entertaining.						

Featuring three bedrooms, two bathrooms, and a thoughtfully crafted open floor plan, this home combines modern finishes with natural light to create a warm, inviting space.

The gourmet kitchen showcases quartz countertops, stainless steel appliances, a gas cooktop, spacious island, and beautifully updated cabinetry. It flows seamlessly into the dining and living areas with luxury plank flooring, a cozy fireplace, and walls of windows accented with plantation shutters overlooking the backyard.

The elegant primary suite includes a spa-inspired bath with dual vanities, soaking tub, walk-in shower with designer tile, and an expansive walk-in closet with custom shelving and abundant storage. Secondary bedrooms are generously sized and, like the rest of the home, feature plantation shutters and luxury plank flooring. A dedicated office or flex space adds versatility, while designer lighting and fixtures elevate the home's modern appeal. The large laundry room offers built-in shelving and space for an extra refrigerator, and the attached two-car garage provides ample storage.

Enjoy outdoor living on the covered patio with an extended stone seating area and a fully fenced backyard for privacy. Located in the sought-after Tavolo Park community, this home is walkable to resort-style amenities including the pool, clubhouse, walking trails, and parks. Conveniently close to shopping and dining, this move-in ready home is the perfect blend of style, comfort, and convenience.

**Direct:** From Altamesa, Turn left onto Quail Ridge Rd. Turn right onto Pondview Ln. Turn right onto Tavolo Parkway. Home is on the right (no sign.)

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7509 Plumgrove Road  
Fort Worth, 76123

Tuesday, December 2, 2025

## CMA Pro Report

These pages give a general overview of the selected properties.

### Closed Properties

#### 7513 Winterbloom WAY



<b>MLS #:</b>	21069563	<b>Status:</b>	Closed	<b>Beds:</b>	4	<b>L Price:</b>	\$485,000
<b>County:</b>	Tarrant	<b>Baths:</b>	2/0	<b>S Price:</b>	\$480,000	<b>S Date:</b>	10/29/2025
<b>Subdiv:</b>	Tavolo Park	<b>Yr Blt:</b>	2019	<b>S Date:</b>	10/29/2025	<b>DOM:</b>	15
<b>Type:</b>	Single Family	<b>SqFt:</b>	2,208	<b>DOM:</b>	15	<b>Acres:</b>	0.140
<b>Parking:</b>	Driveway, Garage, Garage Door		<b>Pool:</b>	No	<b>Acres:</b>	0.140	

**Rmks:** Opener, Garage Faces Front  
Exquisite David Weekley home centrally located in the heart of the established single-family portion of Tavolo Park. This home is ready for move-in and shows like new with an open-concept living, dining, and kitchen perfect for entertaining. High ceilings with large windows, all flanked with automatic shades, allow volumes of natural light throughout. This beautifully upgraded 4-bedroom, 2-bath, 2,208 sq ft home showcases timeless design blended with modern living. The chef's kitchen anchors the home with granite countertops, oversized island, stainless steel appliances, gas cooktop, and abundant cabinetry, flowing seamlessly into the light-filled living room with fireplace. The private owner's suite features dual vanities, an oversized walk-in shower, and large closet. Smart-home upgrades include motorized blinds, Tesla-ready EV outlet, EcoWater Smart Water Softener, Reverse Osmosis Water Filtration, Rachio irrigation system, tankless water heater, and energy-efficient windows. Enjoy outdoor living with a covered patio and landscaped yard, plus access to all the benefits of Tavolo Park a resort-style amenity center, community pool, playground, and walking trails. There is no other home like it in the area. If you are serious about making this amazing house your new home, act quickly. Perfectly positioned in the heart of Texas, this location is just minutes from the Chisholm Trail Parkway, Benbrook Lake, and Pecan Valley Golf Course, and only 15 minutes to downtown Fort Worth. It's also convenient to private schools, the sought-after Great Hearts Charter School, BASIS Charter School, and the upscale Clearfork shopping center with department stores, boutiques, restaurants, and a multiplex cinema. This is more than a house it's the perfect place to build your story in the heart of Texas.

**Direct:** GPS- Tavolo Park.

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## CMA Pro Report

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### Closed Properties

#### 6225 Whitebrush PL



<b>MLS #:</b> 20898424	<b>Status:</b> Closed	<b>Beds:</b> 3	<b>L Price:</b> \$500,000
<b>County:</b> Tarrant		<b>Baths:</b> 2/1	<b>S Price:</b> \$495,000
<b>Subdiv:</b> Tavolo Park		<b>Yr Blt:</b> 2024	<b>S Date:</b> 11/17/2025
<b>Type:</b> Single Family		<b>SqFt:</b> 2,351	<b>DOM:</b> 200
<b>Parking:</b> Concrete, Driveway, Garage Door		<b>Pool:</b> No	<b>Acres:</b> 6,000.000

**Opener, Garage Faces Front**

**Rmks:** Welcome to your dream home! In a desirable community, this move-in ready Classic Highland Home is situated directly across from a tranquil pond. Built in 2024, featuring a spacious open floor plan designed for modern living and effortless entertaining, you will find soaring 13 feet tall ceilings that give the home a sense of grandeur, engineered hardwoods floors, tall windows with plantation shutters. Features like-new stunning kitchen. Large island, upper glass cabinets, and stainless steel appliances: 5 burner gas cooktop, double oven, microwave, dishwasher, and refrigerator. Primary bedroom is spacious enough for a sitting area perfect for relaxing, has a big walk-in closet, en-suite bath with a freestanding tub, walk-in shower, and a double vanity. Across from each other you will find two more bedrooms each with walk-in closets and modern ceiling fans. Spend your evenings with the family enjoying a movie in the media room, or grilling outside in the covered porch. It's a must see!!!

Schedule your private tour and see why it's the one you've been waiting for.

**Direct:** From Chisholm Trail Pkwy South, exit Altamesa Blvd at the light go right, left on Quail Ridge Rd, right on Pondview Lane, left on Whitebrush Pl.  
From Chisholm Trail Pkwy North, exit on Altamesa Blvd at the light go left, left on Quail Ridge Rd., right on Pondview Lane, left on Whitebrush Pl.

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7509 Plumgrove Road  
Fort Worth, 76123

Tuesday, December 2, 2025

## CMA Pro Report

These pages give a general overview of the selected properties.

### Closed Properties

#### 7721 Whisterwheel WAY



<b>MLS #:</b> 20973673	<b>Status:</b> Closed	<b>Beds:</b> 3	<b>L Price:</b> \$560,000
<b>County:</b> Tarrant		<b>Baths:</b> 2/1	<b>S Price:</b> \$550,000
<b>Subdiv:</b> Tavolo Park Ph 4		<b>Yr Blt:</b> 2023	<b>S Date:</b> 7/25/2025
<b>Type:</b> Single Family		<b>SqFt:</b> 2,380	<b>DOM:</b> 7
<b>Parking:</b> Additional Parking, Garage, Garage		<b>Pool:</b> No	<b>Acres:</b> 0.141

**Rmks:** Door Opener, Garage Double Door, Priced to move quickly and tucked away on a quiet street in sought-after Tavolo Park Phase 4, this nearly new Highland Home is a sanctuary of style and serenity. From the moment you arrive, it's clear this home is something special—meticulously maintained, thoughtfully upgraded, and radiating with the kind of charm you typically only find in model homes.

Step inside to discover a bright, open layout with oversized windows that bathe the home in natural light. The heart of the home is the stunning kitchen, where quartz countertops, a large walk-in pantry, double ovens, a five-burner gas cooktop, and stainless farmhouse sink come together in perfect harmony. Entertain with ease in the open living area, anchored by a dramatic floor-to-ceiling stone fireplace, or gather in the moody, surround-sound-equipped media room for movie night. Media Room equipment and furniture convey. Includes fully integrated surround sound speakers with 1 year old Denon Receiver, two system surge protectors, power reclining sofa and shuffleboard table.

The spacious primary suite is a true retreat, extended to include a cozy sitting area and spa-like bath with a freestanding soaking tub. Work from home? The dedicated office with elegant, beveled glass French doors and custom motorized shades offers peace, privacy, and plenty of natural light. Thoughtful touches include a tandem 3-car garage with extra storage, smart home features (thermostat, doorbell, garage door), built-in Wi-Fi extenders, luxury vinyl plank flooring in main living areas, and a fresh air intake system in the attic. Outdoors, enjoy the covered patio with built-in speakers. Underground gutter system discreetly channels rainwater to the street. Located just minutes from Chisholm Trail Parkway, shopping, and dining, with access to community pools, trails, and clubhouse amenities—this home combines comfort, convenience, and modern living. Priced below market for a quick sale. It's more than a home.

It's a lifestyle.

**Direct:** GPS works. From I-20, go south on Bryant Irvin Road. Turn left onto Summerridge St. Turn left onto Whisterwheel Way.

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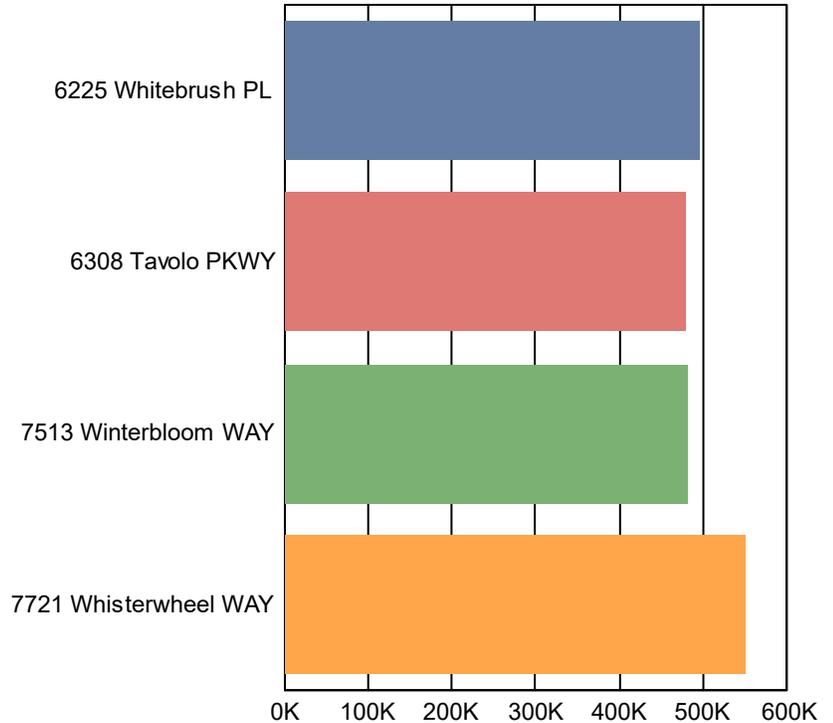


## CMA Pro Report

These pages give a general overview of the selected properties.

### Closed Properties

Total # of Listings	<b>4</b>
Lowest Price	<b>\$478,000</b>
Highest Price	<b>\$550,000</b>
Average Price	<b>\$500,750</b>
Avg. Price/SqFt	<b>\$216.99</b>
Avg DOM	<b>66</b>



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# Comparative Market Analysis

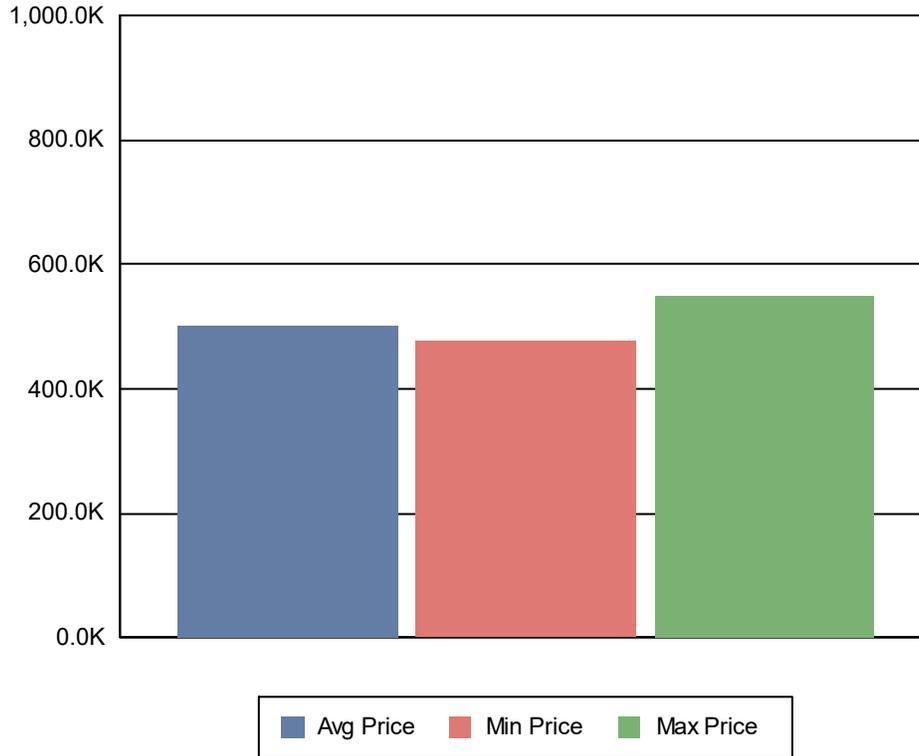
7509 Plumgrove Road  
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## CMA Pro Report

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### Summary Graph/Analysis



### Cumulative Analysis

Listing Category	Lowest Price	Highest Price	Average Price	Avg \$ Per SF
Closed	\$478,000	\$550,000	\$500,750	\$216.99
<b>Totals / Averages</b>	<b>\$478,000</b>	<b>\$550,000</b>	<b>\$500,750</b>	<b>\$216.99</b>

### Sold Property Analysis

Address	List Price	Closed Price	DOM	%SP/LP	SP/Sqft
<b>Total Averages</b>					

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## CMA Pro Report

These pages give a general overview of the selected properties.

### Property Summary

S	Street Address	Bds	Bth	Sqft	\$/SF	L Price	S Price	Sold Date	DOM
<b>Closed</b>									
C	6308 Tavolo PKWY	3	2.0	2,288	\$208.92	\$485,000	\$478,000	11/06/2025	41
C	7513 Winterbloom WAY	4	2.0	2,208	\$217.39	\$485,000	\$480,000	10/29/2025	15
C	6225 Whitebrush PL	3	2.1	2,351	\$210.55	\$500,000	\$495,000	11/17/2025	200
C	7721 Whisterwheel WAY	3	2.1	2,380	\$231.09	\$560,000	\$550,000	07/25/2025	7

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Researched and prepared by **Aaron Kile**  
eXp Realty LLC





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## Pricing Recommendation

This page suggests a recommended selling price based on a thorough analysis of your property.

**After analyzing your property, comparable properties on the market now, recent sales and comparable properties that failed to sell, I conclude that in the current market, your property is most likely to sell for .**

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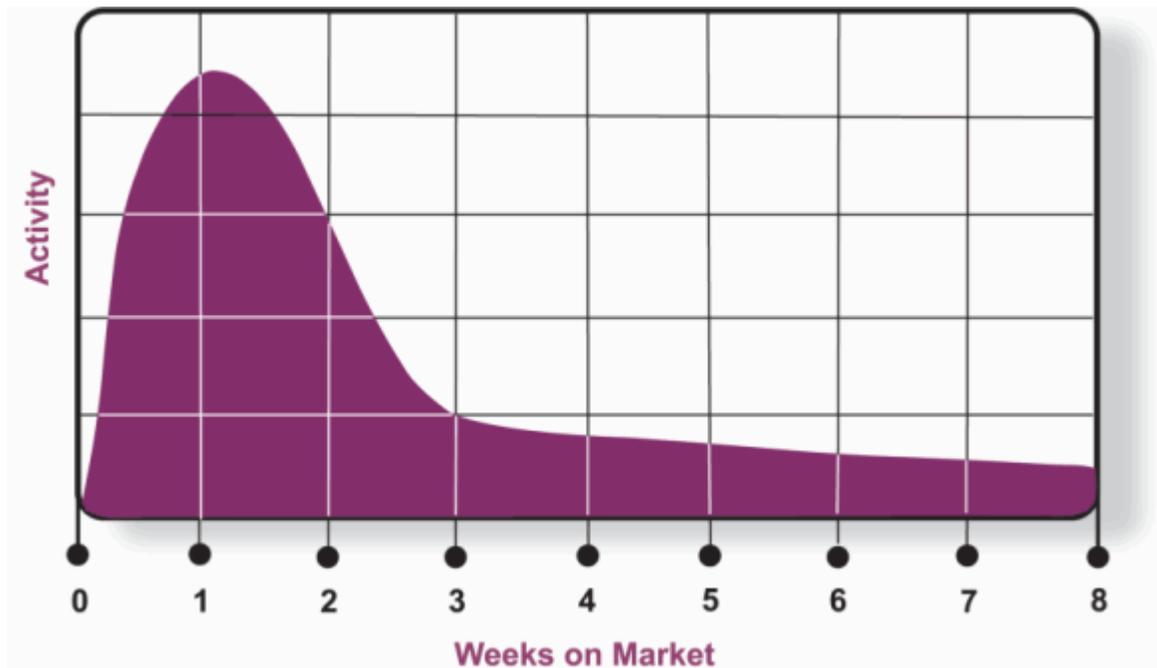
Researched and prepared by **Aaron Kile**  
eXp Realty LLC





## Activity vs. Timing

This chart highlights the importance of pricing correctly at market value.



This chart illustrates the level of excitement and interest in a new listing over time. It also demonstrates the importance of pricing correctly. When a property is first listed, it generates a very high level of interest from prospective buyers, which reduces dramatically over time. It is important to be priced correctly from the beginning, during the peak of this curve.

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## My Guarantee to You

This page is my personal guarantee to you.

### A guarantee you can count on

I'm so committed to meeting your sales objectives in a professional and pleasing manner, that I am willing to put our guarantee in writing.

#### My Performance Guarantee

I will develop a Property Marketing Plan that clearly spells out the methods I will use to promote your property to the widest-possible audience.

If I don't act according to the agreed activities in the Plan, you may:

- Advise me that you aren't satisfied and ask for a revision of the Plan
- or
- Cancel the Listing Agreement

Your complete satisfaction is my foremost concern.

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Date

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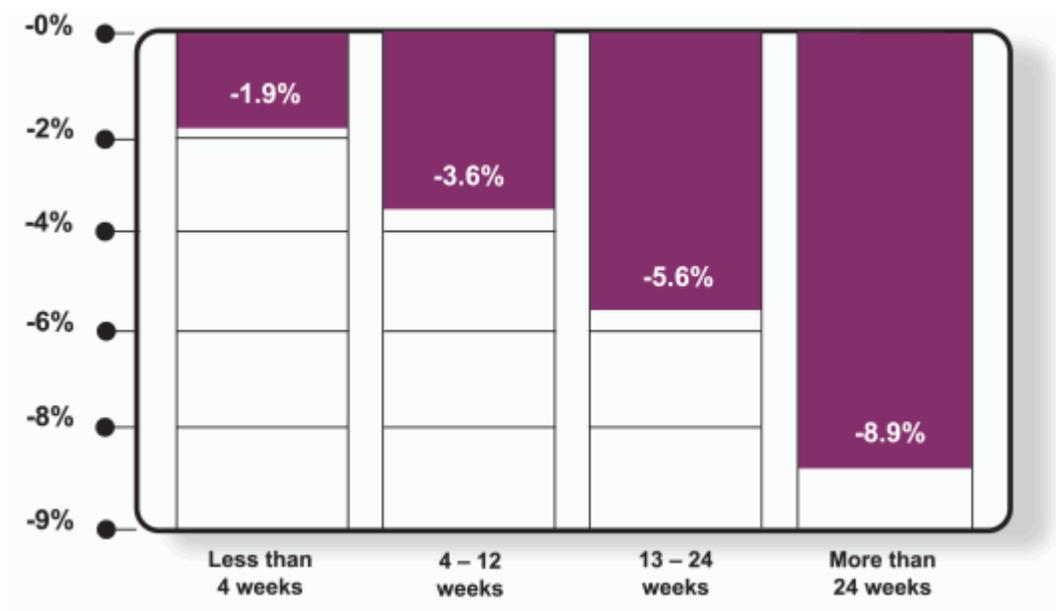




## The Effect of Over Pricing

This chart highlights the importance of pricing correctly at market value.

This is the average percentage difference between the Selling and Asking Price by the length of time the home was on the market.



- Put your best foot forward immediately
- Establish a competitive asking price
- Keep your home in top showing condition
- Offer favorable financing terms

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## The Benefits of Using a Professional REALTOR®

This page outlines the benefits of using a professional REALTOR® to sell your property.

You'll experience a wide variety of benefits when you hire a real estate professional. Successfully selling a property is a complicated exercise, and REALTORS® have the experience, resources and contacts to complete your sale quickly and smoothly.

### Pricing

A REALTOR® will help you determine the selling price of your property at a level that accurately reflects its value in current market conditions and will not cost you missed opportunities.

### Marketing

A REALTOR® will have many useful suggestions on ways to improve the marketability of your property, including cosmetic repairs and other items that will create a favorable impression among buyers.

Your property will enjoy a wider exposure among buyers when you use a REALTOR®. In addition to using flyers and organizing open house days, a REALTOR®'s extensive contact list of former clients, newly qualified buyers and other industry professionals can significantly reduce the time your property is on the market.

A REALTOR® will also allow you to tap into a highly productive and extensive industry network, such as a Multiple Listing Service or other industry marketing system.

Advertising your property efficiently is another area where a REALTOR® can play an important role. A REALTOR®'s experience in deciding on the most appropriate type and frequency of advertising for your property can be invaluable. For example, placing too many ads can create the impression that there may be something wrong with the property or that the seller is desperate.

### Security

Security is a major consideration when showing your home. By using a REALTOR®, you can rest assured that all showings will be pre-screened and supervised.

### Negotiating

When negotiating a purchase, most buyers prefer to deal with a middleperson who is objective, unemotional and professional. Buyers will often feel more comfortable with a REALTOR® than with the owner when they want to raise issues that need resolving before making an offer.

### Monitoring, Renegotiating, Closing or Settling

A REALTOR® will guide you through the minefield of potential problems associated with the appraisal, inspection and financing process, including the often complicated escrow instructions. In addition, your agent can meet and instruct any specialists or tradespeople who may be required for repairs

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## Market Analysis Explanation

This is an explanation and overview of this market analysis.

This Comparative Market Analysis will help to determine the correct selling price of your home. Ultimately, the correct selling price is the highest possible price the market will bear.

This market analysis is divided into three categories:

1. Comparable homes that are currently for sale
2. Comparable homes that were recently sold
3. Comparable homes that failed to sell

Looking at similar homes that are currently offered for sale, we can assess the alternatives that a serious buyer has from which to choose. We can also be sure that we are not under pricing your home.

Looking at similar homes that were sold in the past few months, we can see a clear picture of how the market has valued homes that are comparable to yours. Banks and other lending institutions also analyze these sales to determine how much they can lend to qualified buyers.

Looking at similar homes that failed to sell, we can avoid pricing at a level that would not attract buyers.

This Comparative Market Analysis has been carefully prepared for you, analyzing homes similar to yours. The aim of this market analysis is to achieve the maximum selling price for your home, while being able to sell your home within a relatively short period of time.

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## The Importance of Pricing

This chart highlights the importance of pricing correctly at market value.



This graph illustrates the importance of pricing correctly. The centerline represents market value. As you move above this market value, you attract much smaller percentage of prospective buyers, greatly reducing your chances of a sale. Conversely, as you move below market value, you attract a much larger percentage of potential buyers.

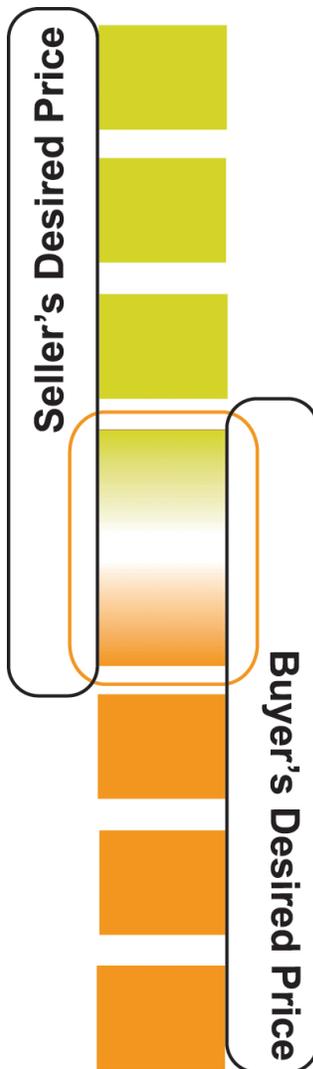
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## Setting the Price

This chart highlights the importance of pricing correctly at market value.



When setting a price for your property, the listing level must strike a balance between the seller's need to achieve the best-possible return and the buyer's need to get good value. With many years of experience, a professional Real Estate Agent can help you set a price that will accomplish both objectives.

### **Establishing market value**

The market value of your property is determined in exactly the same way as any other commodity – what a buyer is willing to pay for it in today's market. Despite the price you paid originally, or the value of any improvements you may have made, the value is determined by market forces.

### **Look at the competition**

Buyers look at about a dozen properties on average before making an offer on a property. As a result, they have a good overview of the market and will compare your property against the competition. If it's not in line with similar properties that are available, buyers won't consider it good value for money.

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## The Pitfalls of Overpricing

This chart highlights the importance of pricing correctly at market value.

Overpricing your house in the belief that you can reduce the price back later is a strategy that can backfire badly. For example, by the time you reduce your price, you may miss out on a surge of interest in properties like yours. Also, if prices are lowered, buyers may wonder if there's something wrong with the property that kept other buyers away. So to keep from selling your property at below market value and from wasting valuable time, don't fall into the overpricing trap.



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## Sources of Buyers

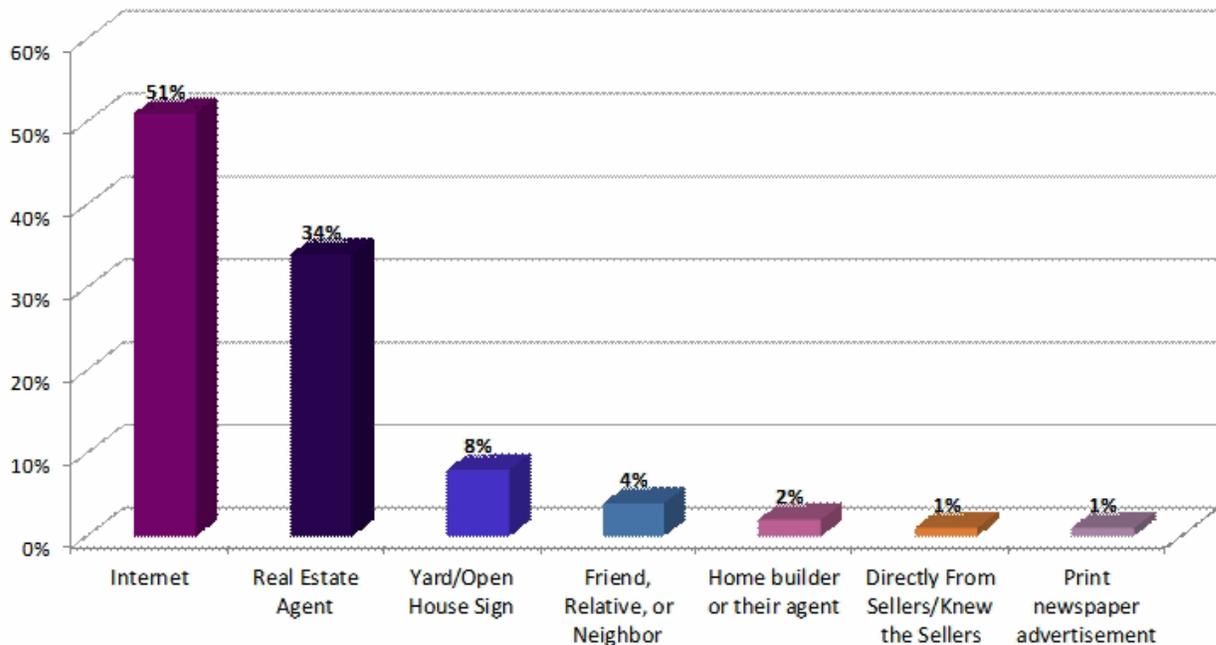
This page illustrates the primary sources of buyers for your property.

### *When you want a buyer, come to us first*

There are several excellent reasons for selecting a professional Real Estate Agent to handle the sale of your property. For starters, our long-standing real estate expertise gives us the ability to network with other firms' agents to promote your property to the widest possible audience, including the Internet. Selling your property depends on a lot more than advertising and signage – it takes referrals, word-of-mouth advertising, and networking.

## Sources of Buyers

Source: National Association of REALTORS®  
2016 Profile of Home Buyers and Sellers



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## Steps to a Positive Showing

This page describes the key steps to making for a positive showing of your property.

You only get one opportunity to make a good impression, so you want to make it count. By following these guidelines, you'll enhance the attractiveness of your property and reduce the time it takes to generate serious offers.

### First Impressions

How your property appears from the outside is important. To make a good first impression on a buyer, a clean driveway, a freshly mown lawn or a trimmed hedge will work wonders.

Do a critical inspection of the exterior of your property, paying special attention to the condition of your windows, shutters, screens and gutters. One of the first things a buyer will notice is the need for painting. If your property looks like it needs painting, many buyers will form an unfavorable impression. Elsewhere, little things count. Make sure the front door is spotless, including the doorknob, and that the windows gleam.

### Cleanliness Counts

Once inside your property, one of the key factors that influences its appeal to a buyer is cleanliness. Most important is front hallway, the kitchen and the bathrooms. Do a room-by-room cleaning, and don't forget any out-of-sight areas because that's often where a discriminating buyer will look first.

The state of the carpets can also be a determining factor. At the very least, have your carpets cleaned, and if they are worn, it's wise to replace them, or remove them if there is hardwood underneath.

### Less is More

Clutter makes a poor impression. In closets, cabinets, kitchen countertops and other storage areas like basements, remove anything not needed for daily housekeeping. To make each room in your property look larger, get rid of or donate unnecessary furniture. Walk through your property and think: "Less is more."

### Repairs

Make sure everything is in good working order. Dripping faucets, squeaky steps and loose doorknobs can easily create a bad impression and reduce the value of your property. A few hours spent on repairs, whether by yourself or a tradesman, can pay big dividends when an offer is made.

### Little Things Count

It's easy to improve the appearance of any room. You may want to replace worn rugs or small pillows, put new towels in the bathroom or brighten up a room with a vase of flowers.

### Pull Together

Get all the members of your household to pull together when it comes to getting – and keeping – your property ready to view. By getting everyone into the habit of spending a few minutes tidying up every morning for an afternoon showing, you improve your chances considerably.

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## What it Takes to Show

This page describes what it takes to show your property.

### Scheduling the Showing

Coordination is the key. Before a sales associate from our firm or a cooperating broker shows or previews your property, a representative from our firm will contact you to schedule an appointment. You will then be notified of the timing, and, if it's acceptable, the appointment will be confirmed. If you can't be reached, the showing will proceed on the understanding that you wouldn't want to miss any chances for interested buyers to view your property.

### Timing

Ordinarily, you'll get plenty of notice about an appointment request. Some buyers, however, may ask to see your property as soon as possible. In such cases, a showing could take place within an hour or so. If a buyer requests a change to the timing of a scheduled showing, you'll be given as much notice as possible.

### Special Instructions

Any special instructions you may have given to your listing agent, such as information on pets, parking or security, will be listed in your property file and thoroughly explained to the sales associate who requested the showing.

### The Showing

If you're not on hand during a showing, the sales associate will use the property's lock box to enter. If you're available, sales associates will introduce themselves and give you a business card.

### Privacy

The fewer people around during a showing, the better. It's also a good rule to let the buyer roam freely and discuss the property with the sales associate without interruption. A properly briefed sales associate will know the buyer's needs and will be able to point out the features that meet the requirements.

### Contact Information

If you're not going to be available to approve an appointment request, it's important to notify your sales associate. By leaving a telephone number where you can be contacted, you can be notified immediately about an offer.

### Previews

Occasionally, sales associates may schedule an appointment to view your property without a buyer. By familiarizing themselves with what's on the market, they will be an excellent position to alert a buyer to a property that fits the bill.

### Unscheduled Appointments

Ask any people who show up to view your property without an appointment to telephone the listing agent to request a showing. Even if the person identifies himself or herself as a licensed sales associate, an appointment request must be made first through your listing agent.

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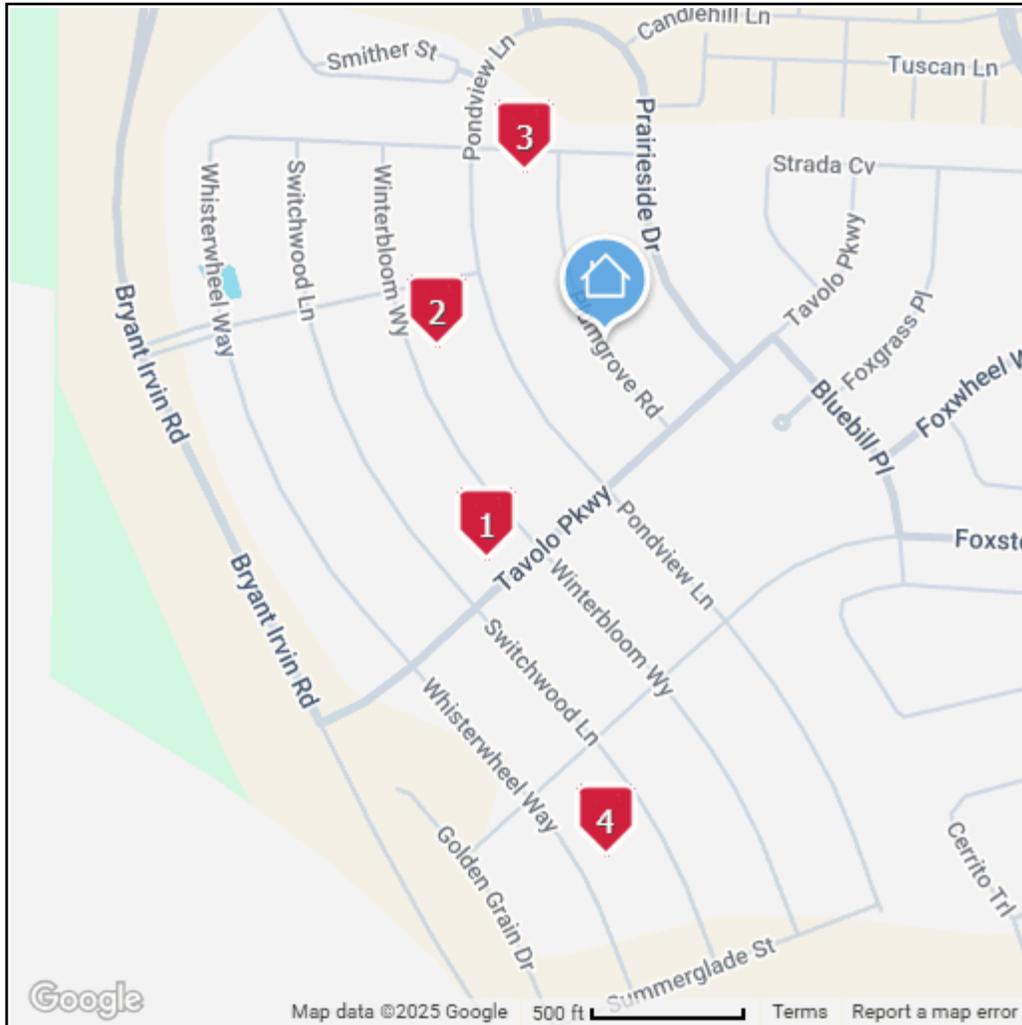
# Comparative Market Analysis

7509 Plumgrove Road  
Fort Worth, 76123

Tuesday, December 2, 2025

## CMA Map Layout

This page displays the Map for the CMA Subject and your comparables.



- 7509 Plumgrove Road
- 1 6308 Tavolo PKWY
- 2 7513 Winterbloom WAY
- 3 6225 Whitebrush PL
- 4 7721 Whisterwheel WAY

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