

**MARKETABILITY SURVEY**

**Owner:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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

<b>PRICE</b>	ABOVE MARKET 1 MARKET 3 BELOW MARKET 5		<b>POST-DATED 'PRICE ADJUSTMENT AGREEMENT'</b>	NONE 1 VERBAL ONLY 3 WRITTEN or NOT NECESSARY 5	
<b>OWNER MOTIVATION</b>	LOW/NO 1 AVERAGE 3 STRONG 5		<b>VIRTUAL TOUR AND CALL CAPTURE</b>	NEITHER 1 EITHER/OR 3 BOTH 5	
<b>OWNER FINANCING</b>	NONE 1 SMALL 3 LARGE 5		<b>ACCESS TO SHOW</b>	MUST ACCOMPANY 1 BY APPOINTMENT 3 KEY/LOCK BOX 5	
<b>LOCAL MARKET CONDITIONS (SUPPLY/DEMAND)</b>	POOR 1 AVERAGE 3 GOOD 5		<b>PERMISSION TO HOLD OPEN HOUSES AND OFFICE TOURS</b>	NEITHER 1 EITHER/OR 3 BOTH 5	
<b>LOCATION/ NEIGHBORHOOD/ SCHOOLS</b>	POOR 1 AVERAGE 3 GOOD 5		<b>HOME WARRANTY/ HOME PROTECTION PLAN</b>	NONE 1 AVERAGE 3 ABOVE AVG. 5	
<b>CURB APPEAL/ STYLE</b>	POOR 1 AVERAGE 3 GOOD 5		<b>'INTEGRATED' MKTING STRATEGY &amp; MULTIPLE WEBSITE EXPOSURE</b>	NEITHER 1 WEBSITE ONLY 3 BOTH 5	
<b>EXTERIOR CONDITION</b>	POOR 1 AVERAGE 3 GOOD 5		<b>MARKETING FEE/ COMMISSION</b>	BELOW AVG. 1 AVERAGE 3 ABOVE AVG. (OR BONUS) 5	
<b>INTERIOR CONDITION</b>	POOR 1 AVERAGE 3 GOOD 5		<b>INTERNATIONAL RELOCATION CONNECTIONS</b>	NONE 1 NATIONAL ONLY 3 INTERNATIONAL 5	
<b>EXTRAS INCLUDED (APPLIANCES ETC.)</b>	NONE 1 SOME 3 MANY 5		<b>DETAILED/ WRITTEN MKETING STRATEGY</b>	NONE 1 VERBAL ONLY 3 DETAILED/WRITTEN 5	
<b>WILLINGNESS TO REPAIR/ REDECORATE</b>	NO 1 MINIMAL 3 EXTENSIVE/NOT REQUIRED 5		<b>MARKETING 'UPGRADES'</b>	NONE 1 SOME 3 NUMEROUS 5	

**SUB TOTAL:** \_\_\_\_\_

**SUB TOTAL:** \_\_\_\_\_

**TOTAL SCORE:** \_\_\_\_\_

**OWNER(S) SIGNATURE:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**SAMPLE OF COMPLETED  
MARKETABILITY SURVEY**

**Owner:** Ed & Dorothy Robinson **Date:** 3/15/2013

**Property Address:** 12129 Stratford, Street, Wellington, Florida 33414

<b>PRICE</b>	ABOVE MARKET 1 MARKET 3 BELOW MARKET 5	<b>3</b>	<b>POST-DATED 'PRICE ADJUSTMENT AGREEMENT'</b>	NONE 1 VERBAL ONLY 3 WRITTEN or NOT NECESSARY 5	<b>3</b>
<b>OWNER MOTIVATION</b>	LOW/NO 1 AVERAGE 3 STRONG 5	<b>3</b>	<b>VIRTUAL TOUR AND CALL CAPTURE</b>	NEITHER 1 EITHER/OR 3 BOTH 5	<b>3</b>
<b>OWNER FINANCING</b>	NONE 1 SMALL 3 LARGE 5	<b>1</b>	<b>ACCESS TO SHOW</b>	MUST ACCOMPANY 1 BY APPOINTMENT 3 KEY/LOCK BOX 5	<b>1</b>
<b>LOCAL MARKET CONDITIONS (SUPPLY/DEMAND)</b>	POOR 1 AVERAGE 3 GOOD 5	<b>3</b>	<b>PERMISSION TO HOLD OPEN HOUSES AND OFFICE TOURS</b>	NEITHER 1 EITHER/OR 3 BOTH 5	<b>5</b>
<b>LOCATION/ NEIGHBORHOOD/ SCHOOLS</b>	POOR 1 AVERAGE 3 GOOD 5	<b>5</b>	<b>HOME WARRANTY/ HOME PROTECTION PLAN</b>	NONE 1 AVERAGE 3 ABOVE AVG. 5	<b>1</b>
<b>CURB APPEAL/ STYLE</b>	POOR 1 AVERAGE 3 GOOD 5	<b>5</b>	<b>'INTEGRATED' MKTING STRATEGY &amp; MULTIPLE WEBSITE EXPOSURE</b>	NEITHER 1 WEBSITE ONLY 3 BOTH 5	<b>3</b>
<b>EXTERIOR CONDITION</b>	POOR 1 AVERAGE 3 GOOD 5	<b>5</b>	<b>MARKETING FEE/ COMMISSION</b>	BELOW AVG. 1 AVERAGE 3 ABOVE AVG. (OR BONUS) 5	<b>3</b>
<b>INTERIOR CONDITION</b>	POOR 1 AVERAGE 3 GOOD 5	<b>5</b>	<b>INTERNATIONAL RELOCATION CONNECTIONS</b>	NONE 1 NATIONAL ONLY 3 INTERNATIONAL 5	<b>3</b>
<b>EXTRAS INCLUDED (APPLIANCES ETC.)</b>	NONE 1 SOME 3 MANY 5	<b>5</b>	<b>DETAILED/ WRITTEN MKETING STRATEGY</b>	NONE 1 VERBAL ONLY 3 DETAILED/WRITTEN 5	<b>3</b>
<b>WILLINGNESS TO REPAIR/ REDECORATE</b>	NO 1 MINIMAL 3 EXTENSIVE/NOT REQUIRED 5	<b>5</b>	<b>MARKETING 'UPGRADES'</b>	NONE 1 SOME 3 NUMEROUS 5	<b>3</b>

**SUB TOTAL:** 36

**SUB TOTAL:** 26

**TOTAL SCORE:** 62

**OWNER(S) SIGNATURE:** Ed Robinson

**Date:** 3/15/2013