



What is a CMA?

The Standard for Excellence.™

Comparable Market Analysis

Finding the perfect price for your home can be a challenge because no two homes are exactly the same and the market is ever changing. This is why a comparable market analysis (CMA) can be useful when determining the right price.

What is a CMA?

A CMA is a comparison of homes that are currently listed, pending and/or recently sold in the same neighborhood and price range. There are many factors that can determine the price of a home so the information is further sorted by data fields such as bedrooms, bathrooms, square footage and many others. This will further help determine the fair market value* of your home.

When looking at the properties that are currently listed you can see exactly what other properties buyers might consider. This will also help ensure that we are not underpricing your property.

Homes that are under contract and recently sold will show what other homeowners have received over the last few months. An appraiser will look at the same factors. By comparing them we can ensure that we are not overpricing your property.

*Fair Market Value - what a knowledgeable, willing, and unpressured buyer would probably pay to a knowledgeable, willing, and unpressured seller in the market.