

PROPERTY MARKETING ASSESSMENT

Seller(s): _____

Address: _____

Marketing Specialist: _____

Date: _____

The purpose of this assessment is to review the factors that you control which have the ability to influence the value of the house and the speed of sale based on the condition of the property. It is important to see the home through a buyer's perception. While some improvements/enhancements may not make economic sense you might consider offering a credit or gift card towards the deficiency, or have it reflected in the offering price. Remember, there is no substitution for cleanliness and a clutter free home in today's market.

EXTERIOR:	No Attention Required	Considerations	Enhanced Date
Building Exterior	_____	_____	_____
Trim	_____	_____	_____
Porches	_____	_____	_____
Light Fixtures	_____	_____	_____
Front Door	_____	_____	_____
Storm Door	_____	_____	_____
Garage Door	_____	_____	_____

YARD:	No Attention Required	Considerations	Enhanced Date
Lawn	_____	_____	_____
Plantings	_____	_____	_____
Walks	_____	_____	_____
Driveway	_____	_____	_____
Fence	_____	_____	_____
Deck	_____	_____	_____
Patio	_____	_____	_____
Roof	_____	_____	_____
Pool	_____	_____	_____

ENTRY:	No Attention Required	Considerations	Enhanced Date
Floor coverings	_____	_____	_____
Walls	_____	_____	_____
Windows	_____	_____	_____
Window Treatments	_____	_____	_____
Ceiling	_____	_____	_____
Doors	_____	_____	_____
Trim/Moldings	_____	_____	_____
Light Fixtures	_____	_____	_____

LIVING ROOM:	No Attention Required	Considerations	Enhanced Date
Floor coverings	_____	_____	_____
Walls	_____	_____	_____
Windows	_____	_____	_____
Window Treatments	_____	_____	_____
Ceiling	_____	_____	_____
Doors	_____	_____	_____
Trim/Moldings	_____	_____	_____
Light Fixtures	_____	_____	_____

DINING ROOM:	No Attention Required	Considerations	Enhanced Date
Floor coverings	_____	_____	_____
Walls	_____	_____	_____
Windows	_____	_____	_____
Window Treatments	_____	_____	_____
Ceiling	_____	_____	_____
Doors	_____	_____	_____
Trim/Moldings	_____	_____	_____
Light Fixtures	_____	_____	_____

FAMILY ROOM:	No Attention Required	Considerations	Enhanced Date
Floor coverings	_____	_____	_____
Walls	_____	_____	_____
Windows	_____	_____	_____
Window Treatments	_____	_____	_____
Ceiling	_____	_____	_____
Doors	_____	_____	_____
Trim/Moldings	_____	_____	_____
Light Fixtures	_____	_____	_____
Fireplace/Hearth/Mantle	_____	_____	_____

KITCHEN:	No Attention Required	Considerations	Enhanced Date
Range/Hood/Oven	_____	_____	_____
Dishwasher	_____	_____	_____
Sink	_____	_____	_____
Garbage Disposal	_____	_____	_____
Cabinet's	_____	_____	_____
Countertops	_____	_____	_____
Walls	_____	_____	_____

MASTER BEDROOM:	No Attention Required	Considerations	Enhanced Date
Floor coverings	_____	_____	_____
Walls	_____	_____	_____
Windows	_____	_____	_____
Window Treatments	_____	_____	_____
Ceiling	_____	_____	_____
Doors	_____	_____	_____
Trim/Moldings	_____	_____	_____
Light Fixtures	_____	_____	_____

MASTER BATHROOM:	No Attention Required	Considerations	Enhanced Date
Floor coverings	_____	_____	_____
Walls	_____	_____	_____
Windows	_____	_____	_____
Window Treatments	_____	_____	_____
Ceiling	_____	_____	_____
Doors	_____	_____	_____
Trim/Moldings	_____	_____	_____
Light Fixtures	_____	_____	_____
Tub/Shower	_____	_____	_____
Cabinets/Sink/Counter top	_____	_____	_____

BEDROOM(2):	No Attention Required	Considerations	Enhanced Date
Floor coverings	_____	_____	_____
Walls	_____	_____	_____
Windows	_____	_____	_____
Window Treatments	_____	_____	_____
Ceiling	_____	_____	_____
Doors	_____	_____	_____
Trim/Moldings	_____	_____	_____
Light Fixtures	_____	_____	_____

BEDROOM(3):	No Attention Required	Considerations	Enhanced Date
Floor coverings	_____	_____	_____
Walls	_____	_____	_____
Windows	_____	_____	_____
Window Treatments	_____	_____	_____
Ceiling	_____	_____	_____
Doors	_____	_____	_____
Trim/Moldings	_____	_____	_____
Light Fixtures	_____	_____	_____

BEDROOM(4):	No Attention Required	Considerations	Enhanced Date
Floor coverings	_____	_____	_____
Walls	_____	_____	_____
Windows	_____	_____	_____
Window Treatments	_____	_____	_____
Ceiling	_____	_____	_____
Doors	_____	_____	_____
Trim/Moldings	_____	_____	_____
Light Fixtures	_____	_____	_____

HALL BATHROOM:	No Attention Required	Considerations	Enhanced Date
Floor coverings	_____	_____	_____
Walls	_____	_____	_____
Windows	_____	_____	_____
Window Treatments	_____	_____	_____
Ceiling	_____	_____	_____
Doors	_____	_____	_____
Trim/Moldings	_____	_____	_____
Light Fixtures	_____	_____	_____
Tub/Shower	_____	_____	_____
Cabinets/Sink/Counter top	_____	_____	_____

POWER ROOM:	No Attention Required	Considerations	Enhanced Date
Floor coverings	_____	_____	_____
Walls	_____	_____	_____
Windows	_____	_____	_____
Window Treatments	_____	_____	_____
Ceiling	_____	_____	_____
Doors	_____	_____	_____
Trim/Moldings	_____	_____	_____
Light Fixtures	_____	_____	_____
Cabinets/Sink/Counter top	_____	_____	_____

ADDITIONAL COMMENTS/SUGGESTIONS:
