Berliner and Finn Real Estate
Specialists in Residential Real Estate
P.O. 19116 Baltimore, MD. 21284
Phone: 410-296-6315 Fax: 410-321-1058 Email: howard@finnandberliner.com

BROKER MARKETING REPORT



James Temple / The Chronicle

RESIDENTIAL PROPERTY

LOCATED AT:

,

FOR:

AS OF:

BY:

Howard Berliner & Pat Finn

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BROKER MARKETING REPORT

Client File#: _____ **CLIENT:** _____

PROPERTY **Contact:** _____

Owner: _____ **Address:** _____

Address: _____ **City/State/Zip:** _____

City: _____ **BROKER Firm:** _____

State: _____ **Zip:** _____ **Agent/Phone:** _____

Date Originally Listed: _____ **Date Last Report:** _____ **Date This Report:** _____

A. MARKETING EFFORTS

How often is the property advertised? _____

Where? _____

Number of Open Houses this past month? **PUBLIC:** _____ **Attendance:** _____ **MLS:** _____ **Attendance:** _____

Economic/Market Conditions: Describe factors which will affect the sale of this property over the next 60 days?

No. of showings last 30 days: **Other companies:** _____ **Your firm:** _____ **Last Cleaning:** _____

Prospect's comments: _____

What has your office done to better market this property? _____

What do you recommend to produce a faster sale?

- Improvements: (Describe) _____

- Price Reduction: (To what amount) $ _____

- Other: (i.e., buyer or broker incentives, etc.) _____

B. COMPETITION

What is our current competition? Include number of properties, range of value, our position in the range, proximity resales vs. new construction, etc.

SUBJECT PROPERTY

Address	Style	Sq.Ft.	Rms	BRs	Baths	Condition	Age	List Price	DOM

1.

NEW SALES THIS MONTH:

Address	Proximity	Style	Sq.Ft.	Rms	BRs	Baths	Condition	Age	List Price	Sale Price	DOM

Major Differences (Why did these properties sell before the Subject?)

1. _____

2. _____

3. _____

CURRENT LISTINGS (Include MLS sheets) **Number of listings for sale in Direct Competition with Subject:** _____

Address	Proximity	Style	Sq.Ft.	Rms	BRs	Baths	Condition	Age	List Price	Sale Price	DOM

Major Differences (How do these homes compare to the Subject?)

1. _____

2. _____

3. _____

C. FINANCING

Typical concessions requested by buyer: _____

Most likely terms to be requested: **Conv.** _____ **FHA** _____ **VA** _____ **Bond Money** _____

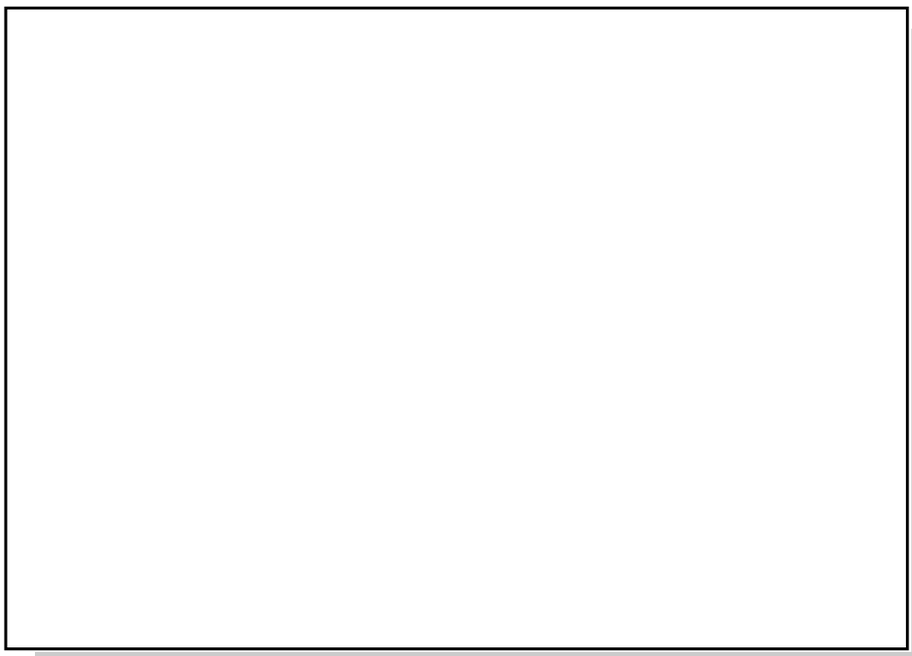
Cash _____

D. ATTACHMENTS

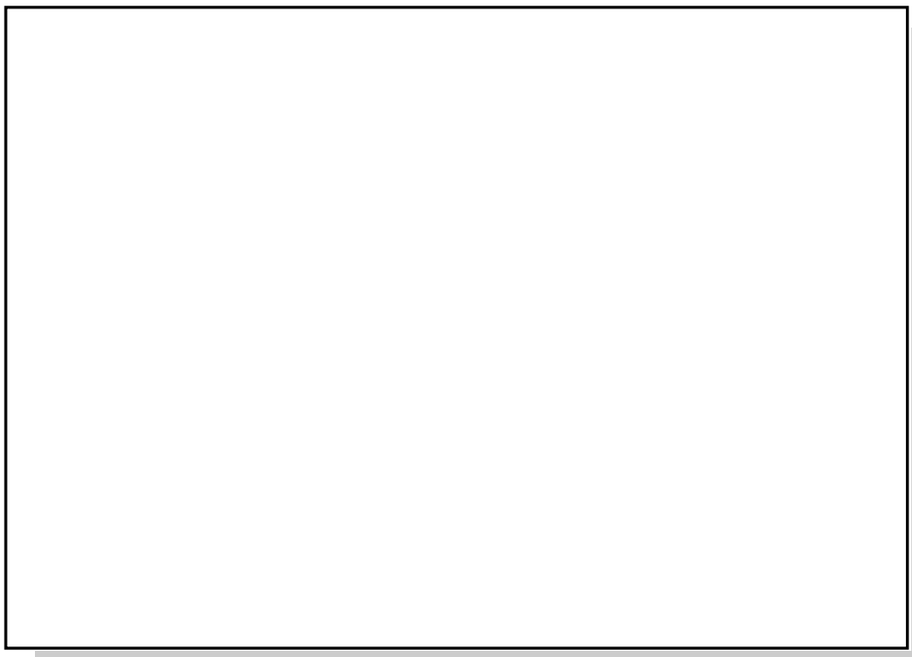
☐ **Copies of Actual Advertising** ☐ **Brochures and Flyers** ☐ **MLS Sheet Copy**

☐ **Sign in Sheet Copy** ☐ **Competitive Listings** ☐ **Photos of Problems, as Appropriate**

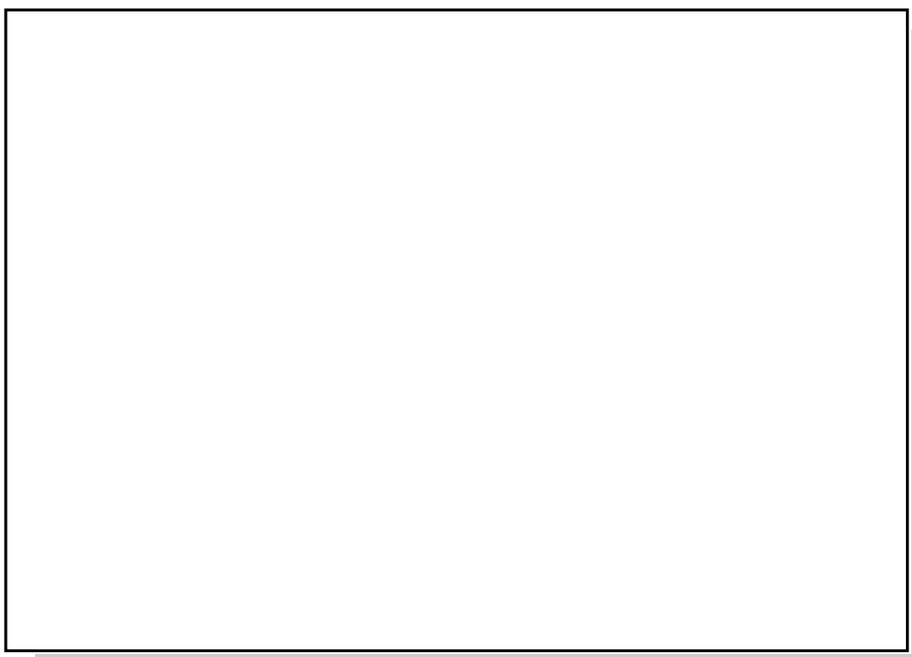
Reviewed by : _____ **Date:** _____



Include as many as 33 additional pages of photos...

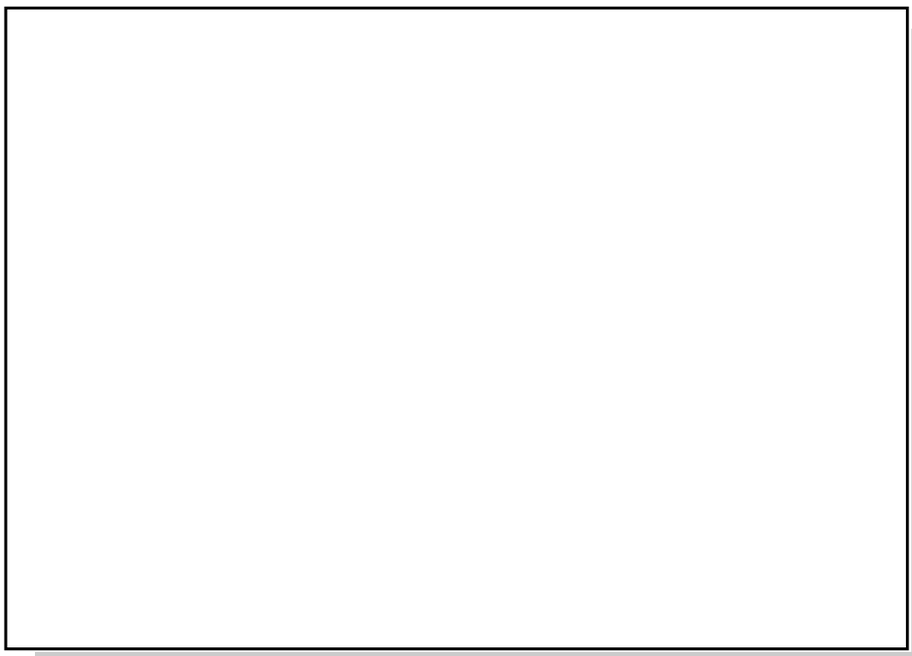


That's 99 additional photos/images in either 3x5 or...

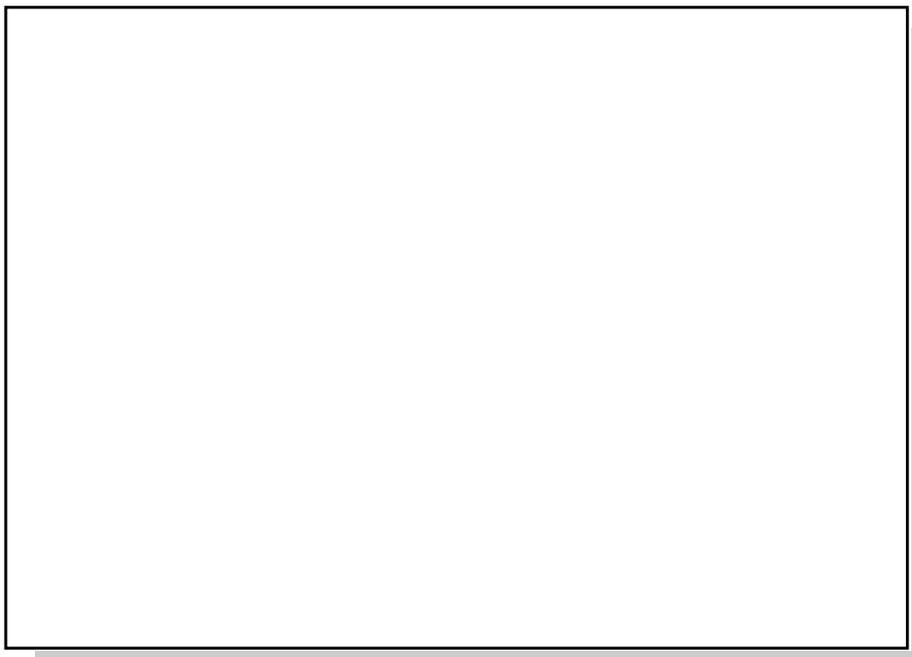


4x6 formats. Images are automatically sized...

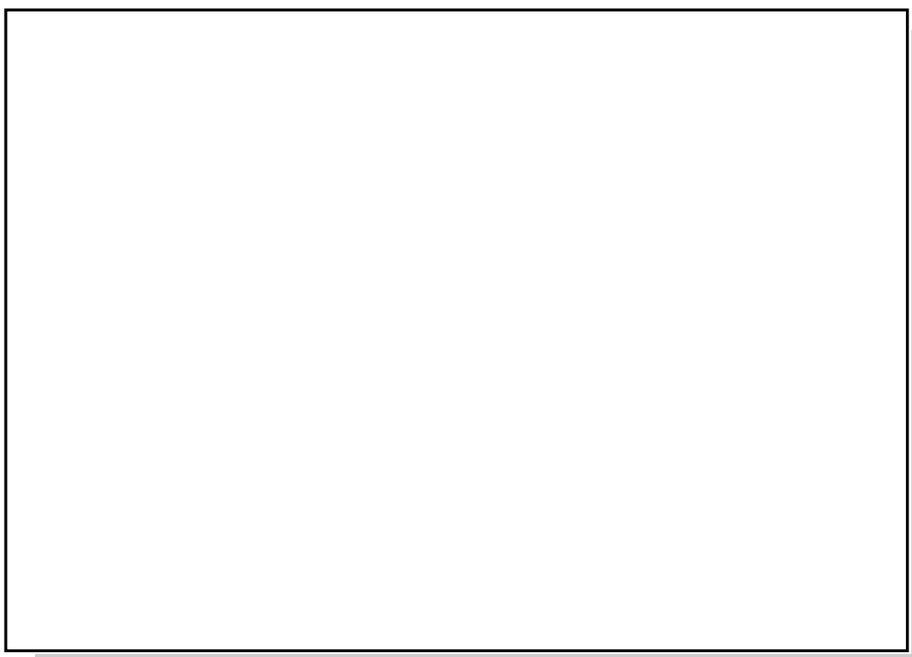
ADDITIONAL PHOTOGRAPHS



and optimized. BMPs, PNGs, TIFs, WMF, GIFs, EMFs are also automatically converted to JPGs and optimized...



All you need to do is to select the image...



It's that simple...

ADDITIONAL PHOTOGRAPHS