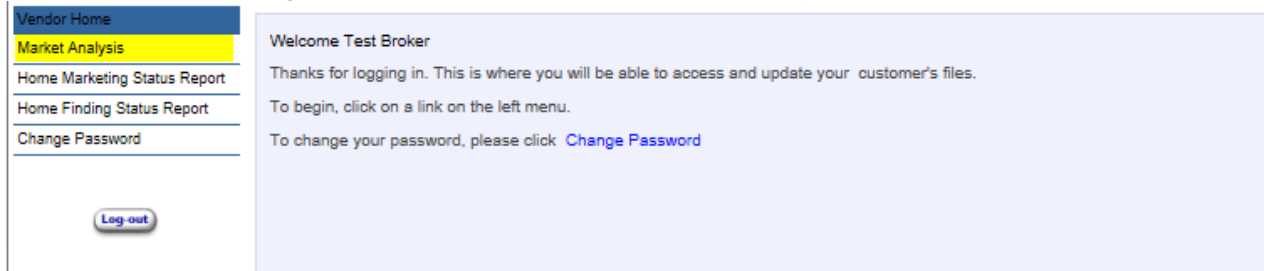


# Agent Portal Instructions

## Quick Buy® proprietary CMA report and bi-weekly updates

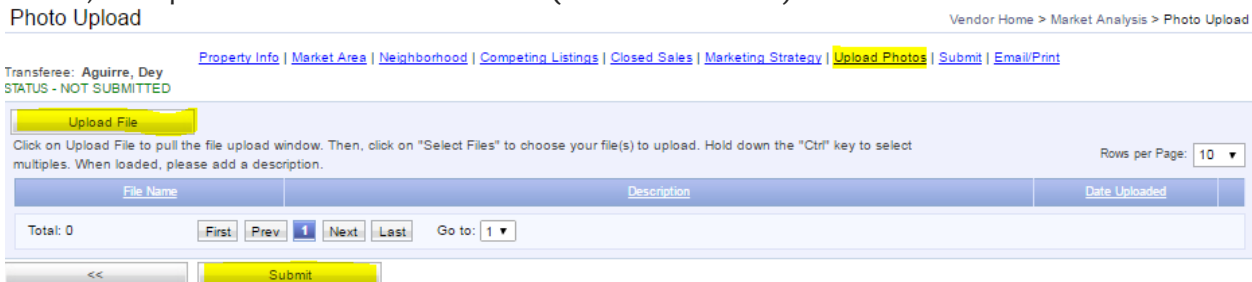
1. Visit <https://quickbuy.movingstation.com> and click “Agent Log-in”.
2. Log-in to the portal using the user name and password provided in the Property *Eligibility* email.
3. If this is your first time logging in, a pop up box will appear asking for preferred email for password reset assistance. Enter all requested information and click OK to continue.
4. Select “Market Analysis” at left of screen to begin entering your notes and photos for the report (Select “Home Marketing Status Report” to enter the bi-weekly report)



5. Select the paper/pen icon next to the homeowner’s name to start entering your notes. (Detailed instructions for each section starts on page 2)



6. To add photos, either select the green up arrow next to the homeowner’s name on the Market Analysis home screen, or “Upload Photos” within the CMA (below screenshot).



7. Submit the updates by clicking on the blue “Submit” button in the lower left corner of the last page. (You can add a note to “Email to Personal Relocation Manager”)

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## SECTION 1 | PROPERTY INFORMATION

- **Exterior Condition and Description** – Describe the pros and cons of the site’s acreage and location (corner, end unit, etc.), the exterior materials and its condition, along with curb appeal.
- **Interior Condition and Description** – Describe the pros and cons of the home’s size, room count, functionality, the finishes, fixtures and appliances and their condition, the decorating and the overall interior appeal.

## SECTION 2 | NEIGHBORHOOD DATA

- **Demand / Supply** – Select “Shortage,” “In Balance” or “Oversupply” to support the direction of property values over the last year. For instance, the property values in a marketplace experiencing “Oversupply” would not be “Increasing.”
- **General Information** – Discuss sales activity within the neighborhood market: what’s selling, what’s not? Include information about the list-to-sale price discounts typically seen. Focus on the market experience of properties similar to the subject home should also be included.
- **Area Market Conditions and General Comments** – Discuss impact on the real estate market, as a whole, from local employment, foreclosure activity and competition from new construction development.

## SECTION 3 and 4 | COMPETING LISTINGS and COMPARABLE SALES

- **All ratings should be from the perspective of the market’s average buyer and reflect how the COMP compares to the subject property.** Plus = Comp is superior. Equal = Both are comparable. Minus = Comp is inferior.
- **MLS # of Property & Property Taxes** – Self-explanatory
- **Seller-Paid Points/Closing Costs** (Comparable Sales only) – Include all reported concessions made, or costs paid by Seller outside Sales Price (i.e. Seller paid closing costs).
- **Fees: Yearly HOA** – Annual total of all required HOA Assessments
- **Cooperative Split** – Self-explanatory
- **Car Storage / Type** – Enter the best description that can fit in the space, i.e. 2/attached, 1/heated, 2/carport.
- **Approximate Age** – Enter the age, not year built.
- **Rooms Above Grade** – Departing from the below formula requires explanation in the comments.
  - **Total** = Total # of rooms in the home, not including bathrooms, foyers, or laundry rooms.
  - **Brms** = Total # of bedrooms above grade only.
  - **Baths** = Use the format X / X to indicate the number of full baths and the number of half-baths (ex: 2/1 is two full and one half bath). Do not include basement bathrooms (this is covered in basement description).

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- **Approximate Gross Living Area (Sq Ft)** – Use the most reliable resource available, only for above-grade living space. Offer explanation in the comments, if the figure includes an enclosed porch or other unusual calculations.
- **Basement Description** – Note finished, unfinished, crawlspace or none. If finished, detail the number and type of rooms, i.e. 2 BD / 1 BA / REC. Do not include these rooms in the ‘Rooms Above Grade’ or ‘Gross Living Area’ entries above.
- **School System Name** – This is for reasons of market appeal across the selection of competing and comparable properties. Indicate the name of the school system only.
- **School System Rating** – Rate according to how each comp’s school system compares to subject.
- **Lot Size** – Describe the size of the home site in the most applicable terms. For larger properties indicate the size as acres. For typical urban or subdivision lots, the size can be described simply as Typical or Average.
- **Deck, Pool, etc.** – This entry describes amenities exterior to the subject home - patio, fenced yard, pool, deck, etc. Rate each comp according to how their exterior amenities compare to subjects in both type and condition.
- **Amenities** – Describe special interior features such as jetted tubs, upgraded fixtures and appliances, master suite, etc. Rate each comp according to how their interior amenities compare to subjects in both type and condition.
- **Overall Rating of Listings as Compared to Subject** – These ratings should be from the perspective of the market’s average buyer based on typical preferences and weight of comparable Pros and Cons. Plus = Comp is superior all things considered. Equal = Comp is generally similar to subject. Minus = Comp is inferior all things considered.
- **Comments** – Use this section to clarify any descriptions, or ratings and/or explain unusual features of the transaction.

## Tips for Selecting Competing Listings and Comparable Sales

- Look for properties that share location, size, utility, age, and style with the subject. Don’t rely strictly on price point, as the best comps will ultimately dictate subject’s price point.
- Style is important: a buyer in the market for a ranch home may not consider any other type. Select ‘best available comps’ based on how the average buyer shops the market.
- If a particular selection is unusual, an explanation for including it is required.
- The more recent the sale, the more it illustrates the current market.
- *Rules-of-Thumb: Within 1 mile & 6 months.* Exceptions can be made for unique homes and/or those with ‘niche’ neighborhood appeal.

## SECTION 5 | MARKETING STRATEGY

- **Marketing Strategy** – Describe the likely buyer for the home and present what you and your company will do to attract this buyer’s attention.

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- **What are the three best features?** – Describe the 3 most appealing features of the home for marketing to prospective buyers. One special feature per box please.
  - **What are the three challenges for the property?** – Describe any significant challenges faced by the subject home
  - **What will you do to overcome these challenges?** – Detail your recommendations to overcome noted challenges. Remember this is an AS-IS analysis, so these recommendations should not include physical improvements to the property. This section is a great way to highlight your marketing creativity!
  - **Suggested List Price** – The suggested list price should be supported by the final list prices among the comparable sales, as it was those list prices that successfully generated offers. Appropriate weight should be given to the most recent sales and homes most comparable to subject.
  - **120-day Probable Sale Price** – Your opinion of the homes Most Likely Sale Price within a maximum 120-day marketing period. Should reflect the normal list / sale price ratio that comparable homes have exhibited in the recent past.
  - **Probability of Sales in 30/60/90 and 120 days** – Should reflect how certain you are the home will see a contract within 30, 60, 90 and 120 days from list, based on your suggested pricing strategy. If you are 90% certain your suggested list price will garner an offer within 30 days, select 90% across the board. If you feel you cannot confidently enter 90% in the 120 day section, you should revise the recommended list price and probable sale prices accordingly.
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## Troubleshooting

- **Photo Criteria** - We do require photos of the property which should include views of exterior (front and back), all rooms including kitchen, all baths and anything that would impact marketability and pricing. Professional photos are not necessary for CMA purposes.
- **I'm Having Trouble with the Link** - Please make sure the link is enabled in your email. If your Outlook (or other email client) thinks the email is spam, it might turn the link off. If that's the case make sure you update your settings. If you continue to experience trouble, please contact the QuickBuy® Asset Manager.
- **The CMA Is Locked** - Please contact the QuickBuy® Asset Manager.
- **I Can't Submit the CMA** - Review report and make sure all required fields are completed. If you need further assistance, contact the QuickBuy® Asset Manager.
- **What If I Don't Have Three Comparable Listings or Sales?** - Expand the market area or the time frame to find the best comparable properties. What properties are prospective buyers shopping?
- **Should the home be priced in its current condition or should I factor in improvements the seller plans to make?** - Price is based on AS IS condition with required performance in a 90-120-Day Market. Do not assume completed repairs or future improvements.