

Detail Price Analysis

How to find the Best Deal when searching for a Property Along 30A Based on Price?

For example if we were looking to purchase an investment property in *Rosemary Beach* on the North Side we would perform the following steps:

Step 1 Run CMA report sorted by price per square foot

ACTIVE Properties 13 average price per square foot \$698

Address:	Apx SqFt(Htd/Cooled):	BR	FB:	HB:	Year Built:	List Price:	Price Per Sqft	DOM
25 Johnstown Lane	4,484	5	5	1	2008	2,399,000	\$535.01	247
102 W Kingston	5,443	6	8	1	2009	3,200,000	\$587.91	88
122 W Kingston Road	4,584	7	5	2	2004	2,799,000	\$610.6	29
102 Tuckers Lane	2,970	3	3	1	2003	1,899,000	\$639.39	258
10 Scout Lane	3,212	6	6	1	2009	2,149,000	\$669.05	39
33 W Water Street	2,035	3	3	0	2002	1,424,000	\$699.75	115
155 E Kingston Road	2,843	4	3	1	2005	1,999,999	\$703.48	124
102 W Water Street	4,797	6	5	1	2006	3,450,500	\$719.3	57
224 W Kingston Road	2,500	4	4	1	2006	1,895,000	\$758	10
143 W Water Street	3,399	5	5	1	2006	2,579,000	\$758.75	126
65 E Kingston Road	2,943	3	3	1	2007	2,318,000	\$787.63	136
20 E Water Street	2,152	3	2	1	2001	1,725,000	\$801.58	113
67 W Water Street	2,367	5	5	0	2003	1,900,000	\$802.7	11

Note the lowest list price per square foot is \$535 and the highest is \$802. The average is \$698.

Step 2 Run CMA sold report last 12 months purchase price should be below average price per square foot. Note average selling price per square foot. \$636

SOLD Properties 28 average selling price per square foot \$636

Address:	Apx SqFt(Htd)	BR	FB:	HB:	Year Built:	List Price:	Sold Price:	Price Per Sqft	Sold Date	DOM
71 Bridgetown Avenue	2,962	4	4	0	2005	1,539,000	1,450,000	\$489.53	04/27/2018	84
156 W Kingston Road	4,919	7	6	0	2009	2,490,000	2,470,000	\$502.13	06/15/2018	103
93 Bridgetown Avenue	2,637	4	5	1	2006	1,490,000	1,325,000	\$502.46	11/13/2018	272
122 W Kingston Road	4,584	7	5	2	2004	2,495,000	2,400,000	\$523.56	07/25/2018	57
23 Atticus	2,247	3	3		2003	1,395,000	1,200,000	\$534.05	02/23/2018	485
62 Georgetown Avenue	2,567	4	4	0	2001	1,495,000	1,450,000	\$564.86	01/16/2018	217

Detail Price Analysis

Address:	Apx SqFt(Htd)	BR	FB:	HB:	Year Built:	List Price:	Sold Price:	Price Per Sqft	Sold Date	DOM
103 E Kingston Road	4,399	5	5	1	2012	2,750,000	2,500,000	\$568.31	11/09/2018	27
108 Bourne Lane	2,500	3	3	1	2006	1,545,000	1,500,000	\$600	07/02/2018	273
72 E Kingston Road	3,120	4	4	1	2004	1,998,000	1,875,000	\$600.96	06/13/2018	60
213 Wiggle Lane	2,164	4	3		2003	1,395,000	1,315,000	\$607.67	07/03/2018	22
68 Kingston Road	6,478	4	4	1	2018	4,011,088	4,011,088	\$619.19	07/10/2018	12
171 E Kingston Road	1,920	3	3	1	2004	1,239,000	1,200,000	\$625	11/30/2018	220
133 E Kingston Road	2,852	4	3	1	2004	1,899,000	1,800,000	\$631.14	11/30/2018	95
98 W Long Green Road	2,802	4	4	1	2002	1,830,000	1,775,000	\$633.48	03/06/2018	647
24 Trimmingham Lane	1,940	4	4		1999	1,399,000	1,250,000	\$644.33	01/26/2018	249
182 E Kingston Road	2,214	4	3	1	2005	1,525,000	1,450,000	\$654.92	07/30/2018	218
92 BRIDGETOWN Avenue	2,901	5	5	1	2003	1,950,000	1,900,000	\$654.95	07/02/2018	33
87 BOURNE Lane	2,828	5	4	0	2013	1,950,000	1,855,000	\$655.94	05/03/2018	410
194 Wiggle Lane	2,044	3	3		2005	1,425,000	1,365,000	\$667.81	09/25/2018	5
32 W Kingston Road	3,647	5	5	1	2017	2,539,500	2,450,000	\$671.79	10/22/2018	462
24 Hamilton Lane	1,536	3	2	1	2003	1,149,000	1,038,000	\$675.78	05/17/2018	275
219 E Water Street	2,504	4	4	1	2003	1,800,000	1,700,000	\$678.91	02/26/2018	79
101 Bridgetown Avenue	1,944	3	3	0	2004	1,399,000	1,325,000	\$681.58	10/19/2018	6
90 W Kingston Road	3,836	5	4	1	2012	2,750,000	2,627,500	\$684.96	08/15/2018	219
114 E Kingston Road	3,064	5	5	1	2004	2,299,000	2,100,000	\$685.38	06/15/2018	289
41 Dill Lane	1,966	3	3	0	2008	1,539,000	1,485,000	\$755.34	10/31/2018	181
35 Dill Lane	1,911	3	3	0	2006	1,565,000	1,532,500	\$801.94	05/24/2018	301
20 Tuckers Lane	3,236	4	4	0	2003	2,895,000	2,895,000	\$894.62	01/29/2018	0

Step 3 factor in features below:

Factor in ideal renter demands and create matrix that contains

- Pool
- Carriage house
- Elevator
- Distance to beach
- Interior design and furnishings
- Seller motivation factor

Detail Price Analysis

- Run property analysis report [click here for sample](#). This report factors in added value features, like pool, carriage house, elevator, etc. more like an appraisal.

Step 4 factor in Rental numbers:

- Verify rental numbers
- Rental Projections are good but not reliable
- Get actuals when available
- Rental companies can add value by telling how to stage
- Rental fees typically range from 20 to 30 percent
- Verify previous maintenance costs
- Negotiate rates let us help not our first rodeo

Step 5 factor in Financial Investment Numbers:

- Numbers don't lie and take emotion out of equation
- Verify cash on cash return
- Verify all expenses
- Verify property appreciation projections
- See what resale costs will be in 5 years
- Click here for [sample report](#) **this report is a must.**

Step 6 Negotiate Negotiate:

- Look for motivated seller days on Market
- MLS History Price Changes
- Does Seller have Loan reason for selling

Looking to Buy Call your Investment Specialists John Skinner 850-865-0154 or Roxanne Southern 714-717-83354. We have the answer to the best deal on the North side of Rosemary Beach Call us today.



Detail Price Analysis

PROJECTED FINANCIAL ANALYSIS SUMMARY

Property Address: 90 w kingston
Rosemary Beach
Florida, 32461



Presented By:

Name	John Skinner
Company	Rosemary Beach Realty
Address	
Phone	850-865-0154
Email	condoman@cox.net

Property Information:

Type:	-	Single-Family
Asking Price:	\$	2,608,000
Fair Market Value:	\$	2,585,000
Number of Units:		1
Sq. Footage		3,836
Appreciation Rate		3.00%

Financial Information

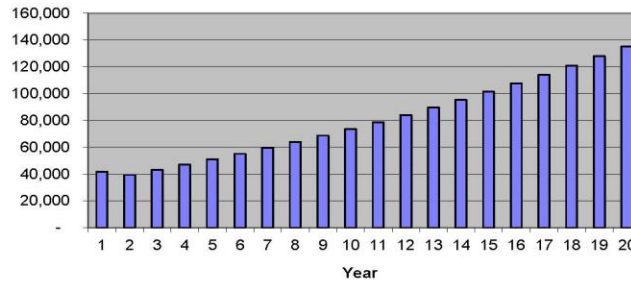
Projected Down Payment/ Investment:	% of Cost	% of FMV
	\$ 783,000	30.02%
	69.98%	70.60%

	Amount	Rate	Term (Years)	Payment
Loan #1	1,825,000	4.75%	30.00	\$ 9,520.06
Loan #2	-	0.00%	0.00	\$ -
Loan #3	-	0.00%	0.00	\$ -

Rental Income & Expenses:

Monthly Rents:	\$	21,000
Annual Rents	\$	252,000
Other Annual Income	\$	-
Annual Vacancy	\$	-
Annual Expenses	\$	(108,390)
Annual Mortgage Payment:	\$	(114,241)

Property 20-year Projected Cash Flow



Assumptions:

Rental Growth Rate	4.00%
Expense Growth Rate	3.00%
Property Growth Rate	3.00%
Marginal Tax Rate	35.00%
Capital Gain Tax Rate	20.00%

Financial Ratios:

	Year 1	Year 5	Year 10		Year 1	Year 5	Year 10
Debt Coverage Ratio (DCR)	1.37	1.49	1.84	Gross Rent Yearly Multiplier (GRM)	10.57	10.17	9.69
FMV of Property per Sq Ft	659.39	742.15	860.36	Value of Property Using Your GRM	\$ -	\$ -	\$ -
Cash on Cash Return b/f Taxes	4.97%	7.12%	12.20%	Loan to Value Ratio (LVR)	67.58%	55.82%	42.51%
Cash on Cash Return a/f Taxes	5.33%	6.51%	9.41%	Net Present Value Leveraged (NPV)	\$ (9,908)	\$ 471,442	\$ 1,256,219
Capitalization Rate	5.39%	5.67%	6.04%	Net Present Value Unleveraged (NPV)	\$ 41,415	\$ 737,568	\$ 1,766,303
Value of Property - Your Cap Rate	\$ -	\$ -	\$ -	Cumulative Leveraged IRR	-1.27%	10.75%	11.76%
Gross Rent Monthly Multiplier (GRM)	126.79	121.98	116.23	Cumulative Unleveraged IRR	1.59%	5.56%	6.33%

Disclaimer: All Information Presented is Believed to be Accurate.

The information, calculations & data presented in this report are believed to be accurate but are not guaranteed or warranted. The information contained in this report shall not be considered as a substitution for legal, accounting or other professional advice. Please seek proper legal and tax advice as appropriate before making any purchases of real estate.