

This diagram shows the difference in the Dartboard Approach© (MLS search to find data for the Shopping Cart Report© and a CMA research. The Shopping Cart Report© simply educates the seller about the market and the CMA (we call it a QHA) helps the seller actually pick a position for their home in the market.

## A CMA Alone is NOT Enough

	CMA	Dartboard
Price range	Tight (based on CMA)	Broad (Buyer web search range)
Location	Same subdivision or w/in 1 mile	5 mile minimum radius ***
Status	Active, sold, pending, expired?	Active & sold only
Type	Similar (condo to condo, etc.)	All (single family, condo, NC, etc.)
Style	Similar (2 story to 2 story, etc.)	All styles
Amenities	Similar bdrms, baths, etc.	Do not include amenities
Days back	Up to 6 months	No more than 3 months

\*\*\* Radius doesn't work with specialty properties such as water front / water view / etc.  
(I search all waterfront/view within a searchable area...buyers have choices)