

Coolridge Realty

# COMPARATIVE MARKET ANALYSIS

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# Overview

**Coolridge Realty** is a real estate agency based in Arizona. It offers to facilitate property owners in looking for the right buyer, at a minimum fee. This comparative market analysis will look at residential property prices in order to provide an accurate price estimate to its clients.

## Target Market

The target market is residential property owners who are looking for an agent to facilitate the sale of their property, at a minimum fee.

## Market Analysis

This year, residential property prices have decreased to \$285,600 from \$350,000, last year. It is projected that prices will go down to \$250,000 later this year. **San Alonzo Properties** is already adjusting its price list for its clients and prospects.

## Buyer Persona

Micheal Andolini is a 45-year-old accountant who went unemployed following the economic downturn. He plans to sell his house and prefers having an agent to facilitate the sale.

# SWOT Analysis

METRICS	Coolridge Realty	San Alonzo Properties
Strengths	Minimal rates for its services	Extensive client base
Weaknesses	Service inclusions are not as extensive	Slightly higher rates than competitors
Opportunities	More property owners are selling their properties	Increased vacancy rates on commercial spaces
Threats	Property owners that prefer selling their properties on their own	Lesser clients due to the economic crisis

# Projected Profit & Loss Statement

DESCRIPTION	YEAR 1	YEAR 2
Sales	\$250,000,000	\$350,000,000
Cost of Sales	\$150,000,000	\$200,000,000
Gross Profit	\$100,000,000	\$150,000,000
Total Expenses	\$150,000,000	\$250,000,000
Net Profit (Loss)	\$50,000,000	\$100,000,000

# Conclusion & Recommendations

**Coolridge Realty** caters to property owners who prefer selling their properties with the help of an agent. It is projected that the company will have \$350,000,000 in revenue and \$150,000,000 in profit in the next two years. The company must adjust its pricing strategy and provide the right price assessment to its clients to achieve these projected amounts.