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Smart Pricing Report

Comparative market analysis, three-tier pricing strategy and seller's net position for a two-bedroom townhome in Arvada, Colorado 80002.

SAMPLE REPORT · ADDRESS WITHHELD

PREPARED FOR

The homeowners
Arvada, CO 80002

PRESENTED BY

The Kenna Real Estate Group · Keller Williams DTC
303-955-4220 · kennarealestate.com

REPORT DATE

September 2026

DATA SOURCE

REcolorado MLS & Jefferson County public record
Valuation analysis under the direction of Brian Lee Burke, Team Leader

Opinion of Value

THE NUMBER

OPINION OF MARKET VALUE — AS-IS	RECOMMENDED LIST	EXPECTED CONTRACT	HARD CEILING
$460,000	**$469,900**	**$455K–$470K**	**$475,000**
Supported range $440,000 – $479,000	Just under the $475K search ceiling	Plus $6K–$12K in concessions	Above this, 2-car townhomes sit

WHAT THE DATA SAYS

Thirteen townhomes like this one closed in the last six months at $308 to $403 per square foot. The ones that truly match, 2006-and-newer two-story townhomes with a real two-car garage on the same three streets, closed at $350 to $403. On 1,180 finished square feet that is $440,000 to $479,000. The lakefront setting, end-unit privacy, oversized garage and fresh finishes earn the top of that band, not above it.

THERE IS A WALL AT $475,000

The buyer pool for a two-bedroom attached home in 80002 thins fast above $475,000. Two-car comps only topped that number with 1,267+ square feet or new construction. The home has been on the market 83 days at $505,000 with buyers touring and walking; that is not a condition story, it is a price ceiling, and it is the single most actionable fact in this report.

WHAT THE CLOSINGS ACTUALLY NETTED

Gross sale prices look stronger than the market really is, because most buyers here are getting money back at closing. Seller concessions ran $6,000 to $12,000 on the closed comps, and up to $23,000 on FHA deals, used for rate buydowns. Reading the gross number without the concession is how sellers get talked into a price that will not appraise and will not net.

> **The read.** Median sold price $425,000, median $353 per square foot, median 58 days on market across the 13 closed comps. The value conclusion adjusts those for size, condition, finish level and the end-unit position.

Subject Property

SUBJECT PROPERTY PROFILE

Address	Withheld for this sample
City / ZIP	Arvada, CO 80002 · Four Acre Lakes
Beds / baths	2 / 3 (2 full, 1 half), two primary suites
Above-grade sq ft	1,180, all above grade
Basement	None, slab foundation
Year built / style	2006 · two-story end-unit townhome
Garage	2-car attached, oversized (684 sf)
Condition	Updated: hardwood, carpet, paint; new roof paid
HOA	Confirm current dues and reserves
Occupancy	Tenant, month-to-month

RESOLVE THESE BEFORE LISTING

- **Square footage.** MLS and county records disagree on many homes in this complex. Order a measurement; a 100 sq ft swing is worth $30,000 of defensible price.
- **HOA status letter.** Current dues, reserves, pending special assessments, rental policy, transfer fees. A pending assessment disclosed late is a contract killer.
- **Occupancy.** Offering vacant-at-closing widens the pool to owner-occupants, who pay more than investors here.
- **Interior walkthrough.** No interior inspection informs this sample; condition moves the number in either direction.

OWNERSHIP AND TITLE NOTES

Public record entries that pre-date the current purchase, such as builder construction financing, are not the owner's encumbrances and should not appear on a payoff. Confirm with a title commitment.

WHY LENDERS CARE ABOUT THE HOA

Every $100 a month of HOA dues reduces what a buyer at the same qualifying ratio can borrow by roughly $15,000 to $17,000 at current rates. When dues rise, pricing flattens even though the homes have not changed. We price around it; we cannot price through it.

Comparable Evidence

CLOSED SALES, LAST SIX MONTHS (13)

COMP	BD/BA	SQ FT	SOLD	DIM	$/SQ FT	NOTE
W 52nd Ave · A	2/3	1,267	$470,000	117	$371	2-car, same builder
W 52nd Ave · B	2/3	1,267	$475,000	62	$375	2-car
W 52nd Ave · C	2/3	1,267	$510,000	88	$403	2-car, top finish
Allison St · D	2/4	1,332	$500,000	58	$375	Largest in set
Allison St · E	2/3	1,358	$480,000	80	$353	2-car
Allison St · F	2/2	1,169	$420,000	63	$359	1-car
Balsam St · G	3/2	1,256	$425,000	19	$338	Fast sale
Everett St · H	2/2	1,044	$330,000	7	$316	Smallest, original condition
Flower St · I	2/2	1,219	$425,000	34	$349	1-car
Flower St · J	2/2	1,219	$389,500	32	$320	1-car
Flower St · K	2/2	1,250	$385,000	22	$308	1-car
Garrison St · L	2/3	1,172	$425,000	7	$363	Closest size match
Zephyr Ct · M	2/2	1,358	$475,000	217	$350	Long marketing time

Shaded rows are the primary tier: 2006-and-newer townhomes with a two-car garage. DIM = days in MLS. $/sq ft on above-grade finished area.

CURRENT COMPETITION, ACTIVE AND PENDING (4)

COMP	BD/BA	SQ FT	LIST	DIM	$/SQ FT
Allison St · N	2/1	963	$340,000	25	$353
Ammons Ct · O	3/2	1,485	$429,000	67	$289
Flower St · P	2/3	1,487	$420,000	145	$282
Zephyr St · Q	2/2	1,169	$439,000	40	$376

WHAT SOLD

Primary-tier closings	$425,000 – $510,000
$/sq ft range	$350 – $403
Median days in MLS	58

WHAT DID NOT SELL

Subject at $505,000	83 days, no offer
Longest active	145 days at $420,000 (1-car)
Lesson	Buyers walk above $475K

RECONCILIATION

Applying the primary tier's $350 to $403 per square foot to 1,180 square feet produces $413,000 to $476,000; the end-unit position, oversized garage and lake frontage support the upper half. Reconciled opinion of value: **$460,000**, supported range $440,000 to $479,000. Not an appraisal; no interior inspection informs this sample.

Three Prices, One Recommendation

Every Smart Pricing Report gives you three defensible prices, not one guess. Pick the one that matches what you need: speed, the market, or the top of the band.

MOVE FAST · CONSERVATIVE

$449,900

Undercuts every two-car competitor. Built to generate multiple offers in the first weekend. The right call when certainty and a closing date matter more than the last dollar: a divorce decree, a 1031 clock, a job move.

MARKET · RECOMMENDED

$469,900

Lands just under the $475,000 search ceiling so a brand-new group of buyers sees the home, sits above every two-car townhome sale nearby but one, and defends the appraisal with three closed comps at $470,000 to $510,000.

STRETCH · OPTIMISTIC

$479,000 – $485,000

Leans on the $500,000 and $510,000 closings. Only defensible if the interior shows like those two. The risk: sitting behind cheaper actives and chasing the market down $5,000 at a time, which is exactly what the last 83 days looked like.

SUGGESTED LIST PRICE: $469,900

Price to the ceiling, not through it. At $469,900 the home is the newest, best-finished two-car townhome under $475,000 in the ZIP, it protects the timeline, and it leaves room to negotiate to the $455,000 to $465,000 band where the comps say it trades. Lead the marketing with the lake frontage, the end unit, the two en-suite primaries and the 684 sq ft garage.

DILIGENCE AND VALUE DRIVERS

- Buyer pool thins fast above $475K for a two-bed attached home in 80002; two-car comps only topped $475K with 1,267+ sq ft or new build.
- Tenant is month-to-month; offering vacant-at-closing widens the pool to owner-occupants.
- Seller concessions ran $6K to $12K on the closed comps (up to $23K on FHA); budget a buyer credit in the net sheet, but do not advertise it up front.
- Lead with the value drivers: lake frontage, end unit, two en-suite primaries, oversized garage, new roof paid.
- If a deadline is in play, speed to contract beats the last $5,000; start the next-home search now.

Seller's Net Position

WHERE THE MONEY LANDS

PURCHASED (2019)
$385,000
Conventional loan, 10% down

VALUE TODAY
$460,000
Opinion of value, as-is

EST. LOAN BALANCE
~$310,000
Modeled, not verified. Order the payoff.

NET SHEET SCENARIOS

Modeled at 5% total commission against an estimated $310,000 payoff. Estimates only; actual figures come from the lender and the title company.

SALE PRICE	COMMISSION (5%)	CONCESSIONS	OTHER CLOSING COSTS	PAYOFF	NET PROCEEDS
$449,900	$22,495	$8,000	$3,900	$310,000	**$105,505**
$469,900	$23,495	$8,000	$3,900	$310,000	**$124,505**
$469,900	$23,495	$0	$3,900	$310,000	**$132,505**
$479,000	$23,950	$10,000	$3,900	$310,000	**$131,150**

READ THIS PLAINLY

At the recommended price this sale nets roughly $124,000 to $132,000 depending on what concessions a buyer asks for. That is the number to plan the next move around, not the list price. In a divorce it is the number that gets divided; in a 1031 exchange it is the number that has to be reinvested.

LEVERS THAT MOVE IT

- **Get the actual payoff.** Every figure above is provisional until the servicer's statement arrives. Order it on day one.
- **Concessions are the biggest variable.** Selling without a buydown credit improves the net by $8,000 to $10,000. A cash or strong conventional buyer is worth real money.
- **Commission is negotiable** and should be discussed openly. Each percentage point is about $4,700 on this sale.
- **Vacant at closing** brings owner-occupants, who pay more here than investors.

Options & Recommendation

FOUR PATHS

1. Sell now at the market price.
Clean, final, done in 45 to 60 days. The cost is known and the net is real. The right path when the move is already happening for reasons that are not about the house.

2. Hold and let the market come to you.
Each payment retires principal and a rate dip widens the buyer pool. The trade-off is carrying cost and the chance the comps soften first.

3. Rent it and revisit.
Only if market rent covers principal, interest, dues, taxes and insurance, and the HOA permits leasing. Otherwise this converts a one-time decision into a monthly one.

4. Special situations.
A divorce buyout needs a refinance pre-approval on these numbers. An underwater home needs a lender-approved short sale. A 1031 needs speed to contract. Each gets its own version of this report.

IF THE DECISION IS TO SELL: THE SEQUENCE

1. **Order the payoff statement.** Day one. Everything in the net section is provisional until it arrives.
2. **Measure the home and pull the HOA status letter.** Square footage and dues are the two variables that move the price most.
3. **Walk it and build the punch list.** Presentation separates the sold from the withdrawn when three neighbors are sitting.
4. **List at $469,900.** Under the ceiling, above the field, with the value drivers leading the remarks and the photos.
5. **Hold concessions in reserve.** Do not advertise a credit; price correctly first and negotiate the buydown when there is a buyer to negotiate with.
6. **Re-evaluate at day 21.** Strong showings without offers means condition or terms. Thin showings means price.
7. **Close and move.** The title company disburses per the contract, or per the decree in a divorce sale, and we help with the next home.

Bottom line. The home is good and it will sell at $469,900. The question is not what it is worth; the data answers that. The question is whether the net at that price fits the plan, and that is a decision worth making with the payoff statement in hand.

Summary

VALUATION

Opinion of value	$460,000
Supported range	$440,000 – $479,000
Move fast	$449,900
Recommended list	$469,900
Stretch	$479,000 – $485,000
Price ceiling	$475,000
Expected marketing time	3 – 6 weeks

NET POSITION

Purchased 2019	$385,000
Est. loan payoff	~$310,000
Est. net at $469,900	$124,000 – $132,000
Status	Verify payoff first

OPEN ITEMS TO RESOLVE

- **Square footage.** MLS vs. county record. Order a measurement.
- **Actual loan payoff.** Modeled; must be confirmed with the servicer.
- **HOA specifics.** Dues, reserves, pending assessments, rental policy, transfer fees.
- **Interior condition.** No inspection informs this sample. Walkthrough before final pricing.
- **Title.** Confirm that pre-purchase builder financing does not appear on the commitment.

HOW TO GET YOURS

Every Smart Pricing Report is built for one home from live MLS data and public record, by the Kenna team, and it is free. Call or text **303-955-4220**, or request it on kennarealestate.com. In a divorce we deliver it to both spouses, and to both attorneys, at the same time.

Disclaimer. This Smart Pricing Report is a broker's opinion of value prepared for marketing and planning purposes. It is not an appraisal and has not been prepared by a licensed appraiser. Loan balances, HOA figures, closing costs and net proceeds are estimates derived from public record and modeled amortization; actual figures must be obtained from the loan servicer, the homeowners association and the title company. Nothing in this report constitutes legal, tax or financial advice; consult an attorney and a CPA before acting on it. This sample uses real market data from a September 2026 report with the address and owner withheld. Data via REcolorado / MLS GRID; deemed reliable but not guaranteed. Equal Housing Opportunity.