

Presentation Topic: Residential Sales Analysis: Supporting the Adjustments (*Let's be Reasonable!*)

Outline: This is a 2-hour presentation discussing how to meet client expectations concerning supporting adjustments in the sales comparison grid. The presentation includes the following:

- Client expectations: why and when is it necessary to support the adjustment?
- Different adjustment-support techniques (paired sales, trend analysis, sensitivity analysis, market-participant interviews)
- Reasonable vs. Precise
- Elements of Comparison: Identifying the significant differences
- Summarizing the adjustment: The narrative explanation
- Summarizing the adjustment: Tables and charts
- The presentation includes specific adjustment examples as well as a Residential Case Study that include:
 - Location adjustments: backing to a non-residential influence
 - Location adjustments: backing to a busy arterial street
 - Location adjustments: neighborhood/market differences
 - Quality adjustment: Supporting a "Q" (quality) adjustment
 - GLA adjustment
 - Pool adjustment
 - Sensitivity Analysis

At the conclusion of the presentation, the attendees will have tools and techniques that they can employ in their residential practice immediately.

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