



WDVA PROPERTY STATUS REPORT

Broker Name	Date
Firm Name	File Number
Telephone Number ()	Date Property Listed With Your Firm

Property Address		
City	State	Zip Code

1. Number of showings in last 30 days. Listing Office _____ Other Firm _____

2. Marketing Problems (Include specific factors which could delay resale. Comments on location, architectural style, floor plans, economic conditions, condition of the property, etc.)

Can these problems be overcome? Yes No If no, explain why. If yes, detail how.

3. Result of Target Marketing Strategy and Actions to date.

4. In your opinion, why hasn't the property sold? _____

5. Buyer Comments:
Positive Features of Subject _____

Negative Features of Subject _____

6. Is Listing Price Competitive? Yes No If no, support your recommendation.

Recommended Listing Price \$	Recommended Selling Price \$
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7. Positive Buyer Profile (Professional, Transfer, First-time Buyer, Investor, etc.) Explain in detail:

8. Recommended Target Market Strategy. Detail the marketing approach you would like to take in an effort to generate the greatest exposure by other brokers and targeted buyers.

INCLUDE COPIES OF ALL PAST ADVERTISING, BROCHURES AND MAILINGS FOR THE PAST 30 DAYS.