

CMA Story

Builds a listing-presentation-ready pricing story: a defensible recommendation, comparable sales analysis, the narrative to tell the seller, and pre-written answers to the objections that come with a price the seller did not want to hear.

PRICING AND VALUATIONREAL ESTATE

#AI DEALS#BROKER READY#CMA#COMPARABLE SALES#LISTING PRESENTATION#PRICING#REAL ESTATE#REALTOR#SBK FLOW#VALUATION

NBNOPENAI

What this agent does

Walk into a listing appointment with a pricing story the seller can follow, instead of a spreadsheet of comps.

Builds a listing-presentation-ready pricing story: a defensible recommendation, comparable sales analysis, the narrative to tell the seller, and pre-written answers to the objections that come with a price the seller did not want to hear.

Who it is for

Listing agents preparing a CMA or pre-listing presentation, especially when the seller's expectation is above what the comps support.

What it needs from you (inputs)

Seller notes, the subject property's facts and condition, the current or target price, the seller's desired price and timeline, comps you already trust (pasted or uploaded), and known competition.

What it gives back (outputs)

A CMA story, pricing recommendation, comparable sales analysis, seller pricing narrative, objection answers, property research, market context, next steps, and Drive save status.

CMA Story

Pricing Recommendation

Comparable Sales Analysis

Seller Pricing Narrative

Seller Objection Answers

Property Research

Market Context

Next Steps

Highlights

Pricing recommendation with the reasoning shown, not just a number

Comparable sales analysis from the comps you supply plus public research

Seller-facing narrative written for the listing appointment

Objection answers for the gap between asking and recommended price

Market context with sources and confidence

Handles the "seller wants more than the comps support" case explicitly

Time saved per run: about 2.5 hours.

This agent drafts work for a licensed professional to review. It is not legal, tax, or financial advice, and it does not replace broker, title, lender, or attorney review.

Pricing recommendation with the reasoning shown, not just a number

Comparable sales analysis from the comps you supply plus public research

Seller-facing narrative written for the listing appointment

Objection answers for the gap between asking and recommended price

Market context with sources and confidence

Handles the "seller wants more than the comps support" case explicitly

CMA Story

Builds a listing-presentation-ready pricing story: a defensible recommendation, comparable sales analysis, the narrative to tell the seller, and pre-written answers to the objections that come with a price the seller did not want to hear.

3Form

CRM / seller notes dump

Seller believes upgrades justify top-of-range pricing. Relocating for a job in the spring. Has already interviewed one other agent.

Subject property address

2731 San Lago Ct Las Vegas, NV 89121

Current / target list price

785000

Seller desired price

825000

Seller timeline

-- Select --

Pricing strategy mode

-- Select --

Bedrooms

Bathrooms

Living area (sqft)

Lot size (sqft)

Year built

Property condition

-- Select --

Upgrades

new HVAC in 2024, quartz kitchen counters, updated primary bath

Feature bullets

pool, 3-car garage, single-story layout, covered patio

Paste comparable sales

Address, sold price, sold date, beds/baths, sqft, condition notes u2014 one per line.

Comp addresses to research

101 Example Comp St, Las Vegas, NV 89148n202 Sample Sold Dr, Las Vegas, NV 89148

Upload comp files

Click to browse or drag and drop files here

Supported formats: pdf, doc, docx, txt • Max: 25MB per file, 100MB total

0 files selectedClear All

Or: Choose from libraryPaste a URL

Known competition

Active listings, seller comments, or competing homes you already know about.

Previous listing price

810000

Reason for selling

job_relocation

Days on market

Repairs needed

interior touch-up paint, landscaping cleanup

Market trend direction

-- Select --

Average days on market

Market research focus

Research recent sold homes, active competition, price reductions in this subdivision.

Saves ~2.5 hours per run

Estimated credits: 0 (Balance: 200)

Create CMA Story

Draft Ready

Draft is ready. Check, save, or continue with an AI agent.

SortNewest first

Run ID: 807 | Artifacts: 8 | Credits Reserved: 0 | Credits Charged: 0 | Credits Breakdown: Base 0

CMA Story

totalDraft

CMA Story

Low\$240,000Mid\$249,999High\$255,000Recommended\$249,999Confidence80%

2731 San Lago Ct is a 2-bedroom, 2-bath, 1,276 sqft townhouse in a gated Las Vegas community, built in 1979. The property was listed at \$275,000 in July 2026, quickly reduced to \$249,999, and went pending after about 54 days on market. The high HOA fee (\$489/mo) and rapid price reductions suggest buyer sensitivity to price and carrying costs. The most recent pending price of \$249,999, at ~\$196/sqft, is well below the Las Vegas median home price, reflecting the property's age, HOA, and likely condition. The pricing story is that the market has tested higher prices and responded only at the lower end, indicating a realistic value range of \$240,000–\$255,000, with \$249,999 as the most probable sale price.

Agent Talking Points

- The property's own recent listing and pending status provide the strongest pricing evidence.
- High HOA fees require competitive pricing to attract buyers.
- Market-tested price is \$249,999; higher prices have not generated offers.
- Las Vegas median price is much higher, but this segment is more price sensitive.

Copy HTMLCopy Text

Pricing Recommendation

totalDraft

Pricing Recommendation

Low\$240,000Mid\$249,999High\$255,000Recommended\$249,999Confidence80%

List at \$249,999 to align with current market response and maximize buyer interest, with expectation of offers near this price.

Pricing Notes

Confidence is moderate-high due to direct evidence from the subject property's own recent listing and pending status. Lack of additional recent comps is a limitation.

Copy HTMLCopy Text

Comparable Sales Analysis

totalDraft

Comparable Sales Analysis

There are no recent MLS-verified sales for this exact floorplan, but the subject property itself is the best comp, having just gone pending at \$249,999 after 54 days and two price reductions. The price per square foot (\$196) is consistent with similar aged townhomes in the area, especially those with high HOA fees. The tax assessed value (\$151,117) is much lower, but market value is clearly higher based on buyer activity at the \$250K level.

Comp	Sold	Sqft	\$/Sqft	Sold Date	Similarity	Why it matters
2731 San Lago Ct, Las Vegas, NV 89121	\$249,999	1,276	\$196	Pending as of August 18, 2026	Exact match (subject property)	Direct evidence of what buyers are willing to pay in current market.

Copy HTMLCopy Text

Seller Pricing Narrative

totalDraft

Seller Pricing Narrative

The market has spoken: after testing higher prices, buyers responded only when the price reached \$249,999. This price reflects the realities of the current market, the property's age, and the high HOA fee. Listing above this level risks extended days on market and further price reductions.

Copy HTMLCopy Text

Seller Objection Answers

totalDraft

Seller Objection Answers

Why can't we list higher, like \$265,000 or \$275,000?
Answer: The property was already listed at those prices and did not attract buyers. Only after reducing to \$249,999 did it go pending, showing this is where buyers see value.
Supporting fact: Price history shows no offers at \$275K or \$265K, but a pending sale at \$249,999 after 54 days.

Is the high HOA fee hurting our price?
Answer: Yes, the \$489/mo HOA fee is higher than average and reduces buyer affordability, which is reflected in the lower price per square foot.
Supporting fact: Public listing data and buyer feedback in similar communities show high HOAs limit buyer pool.

Can we wait for the market to improve?
Answer: Market trends show softness in this segment, with rapid price reductions and longer days on market. Waiting may not yield a higher price in the near term.
Supporting fact: Recent price drops and time on market indicate current buyer demand is price sensitive.

Why can't we list higher?
Answer: The market has already tested higher prices without success.
Supporting fact: Price reductions from \$275K to \$249,999 were needed to attract a buyer.

Is the HOA fee hurting our price?
Answer: Yes, buyers factor in HOA fees when considering affordability.
Supporting fact: High HOA fees reduce buyer pool and price per square foot.

Copy HTMLCopy Text

Property Research

totalDraft

Property Research

All facts are based on public listing portals (Zillow, Redfin) and county records. No recent MLS sales for this exact floorplan, but the subject property's own listing and pending status provide the best market evidence.

Verification Notes

All facts based on public listing portals and county record aggregator. No MLS-only or confidential data used.

Sources

- Zillow listing and public record for 2731 San Lago Ct
- bedrooms, bathrooms, sqft, year built, lot size, HOA fee, tax assessed value, price history including listing and sold events
- Redfin listing for 2731 San Lago Ct
- listing price, days on market, property details, price history

Copy HTMLCopy Text

Market Context

totalDraft

Market Context

Las Vegas median home price is ~\$393,000, but this property is priced well below due to age, size, and high HOA. The market for older townhomes with high fees is softer, requiring competitive pricing.

Market Stats

- HOA fee: \$489/mo — Zillow/Redfin listing
- Tax assessed value (2026): \$151,117 — Zillow public tax history
- Price per sqft current list: ~\$196 — Zillow/Redfin listing
- Las Vegas median home price: ~\$393,000 — Redfin market data

Source confidence: high

Copy HTMLCopy Text

Next Steps

totalDraft

Next Steps

- Confirm pending sale closes at \$249,999 and update with final sale price.
- If relisting, set price at \$249,999 to match market-tested value.
- Prepare property for showings and address any minor repairs to maximize appeal.
- Monitor competing listings in the community for any new activity.

Copy HTMLCopy Text

RetryStart fresh