PREPARED BY CARTER BARSTAD · HOMETOWN REALTY GROUP

Comparative Market Analysis



PROPERTY

Mitscher Avenue

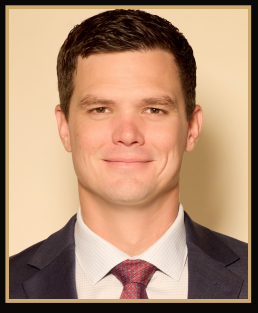
PREPARED FOR

—

DATE

October 15, 2026

SAMPLE REPORT — CLIENT DETAILS REMOVED



Carter Barstad

REALTOR® · HOMETOWN REALTY GROUP

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SCAN TO CONNECT

Hello,

I appreciate the opportunity to help you on the sale of your property!

My first objective is to help give you an accurate value on your home, based on comparable properties. We've compiled a detailed list of active and sold homes in order to determine an approximate price to maximize your equity. It has been prepared to ensure that you feel comfortable and confident as we set a list price.

Additionally, you will find information which explains our marketing plan as well as information to help prepare your property for sale.

We welcome the opportunity to serve you and ask you contact us with any questions you may have.

Sincerely,

Carter Barstad
Realtor
Carter@echtrg.com
(715) 828-0039

Property: *Mitscher Avenue* *Date:* *October 15, 2026*

UNDERSTANDING THIS REPORT

Market Analysis Explanation

This report is my homework on your home's market — the homes a buyer will compare yours against, and what those homes actually did. Here's how to read it.

By carefully reviewing the locations and features of these "comparables," you'll be able to approximate your property's ultimate selling price — the highest price the market will recognize and pay. That, in turn, lets us set a listing price strategically, so you sell for top market value without leaving money on the table.

Everything in the analysis falls into four groups:

1. **For sale right now** — your competition.
2. **Sold** — what buyers actually paid.
3. **Pending** — what buyers are choosing right now.
4. **Expired or withdrawn** — homes that didn't sell.

The homes **for sale right now** are your competition. A serious buyer is looking at them the same day they look at yours, so we price with them in the room — and they keep us honest: price too far above them, and buyers won't even book the showing.

The **sold** homes are the scoreboard: what buyers in your area actually paid over the last few months. They matter twice, because the bank's appraiser will use these same sales to check the price after you accept an offer. This group carries the most weight in my recommendation.

Pending sales show what buyers are choosing right now, before the final prices become public — which homes are moving, and how fast. It's the freshest signal in the report.

The homes that **didn't sell** are the cautionary tales. Almost every one was a decent home with the wrong price. Studying where they missed shows us exactly where the market's ceiling is — so we don't test it with your home.

Put together, these four groups draw a clear picture of what your home can sell for, and how fast. The rest of this report walks through them — and on the *My Read* page, I'll show you exactly how I turned them into a price.

MY ANALYSIS, IN MY WORDS

My Read

The pages that follow are the raw data. This page is what I make of it — why I chose these homes, which ones matter most, and how I get from the data to a price.

1 Why I chose these comparables

Single-story ranches, every one — built 1947 to 1975, in Eau Claire plus one just over the line in Altoona, and all with finished lower-level space. Six sold between March and September of this year; two more are on the market right now, so you can see the sold evidence and today's competition in the same report. Two of the six sales are ours, in the full-disclosure sense: 604 Manor Court was my own listing, and 1720 South Street was my mom Jane's listing, co-listed with me. I know those two houses from the inside — what showed well, what buyers pushed on, and what the number had to survive.

2 The comps that anchor the value

PROPERTY	SOLD PRICE	WHY IT ANCHORS THE VALUE
1706 Birney St	$314,900	The closest twin: 4 bedrooms, finished lower level, same era. It adjusts to $328,362 — the cleanest single read on your home.
1720 South St	$314,900	2,447 finished square feet with a lower-level in-law suite — the most finished space in the set after yours. Adjusts to $326,399.
717 Buffington Ct	$350,000	Three-car garage and a finished lower level with its own full bath; sold FHA. Adjusts to $342,919 — where the middle of this market actually cleared.

3 What to know

The finished basement the records don't show. The assessor still lists your lower level as unfinished, so the city's own fair-market estimate of $298,600 never saw the primary suite and its full bath, the living areas, the bar, and the half bath downstairs. Its above-grade count does include the back addition — the basement is what it's missing. Buyers will see roughly 2,632 finished square feet. On this one, the records are a step behind the house.

404 W MacArthur Avenue appears twice — on purpose. The September sale at $349,900 is evidence: money changed hands. The same house is back on the market today at $339,900, after a $10,000 cut — that's a ceiling signal from a flip that reached too far, not a second comparable, and I've weighted it that way.

Priced right, this set moved. The six sales brought a median of 100% of their final asking price and took a median of just 14 days to land an accepted offer. The two ends of the story: Manor Court went cash in 8 days; Bradley Avenue needed 97 days on market to close. Same market, different openings.

Condition — the expensive stuff is done. Kitchen, baths and flooring were redone about ten years ago, along with the addition off the back; furnace, water heater, roof and A/C are all recent. No big check due in year one.

4 Two ways to price it — reconciled

I'm showing you two ways of pricing this house, because they don't land in exactly the same place — and I'd rather show you why than hide one of them. **The price-per-square-foot look:** the six sales went for $128.69 to $153.04 per finished square foot; at your roughly 2,632 finished feet, that method points to **$338,712–$402,801**, with the middle number at **$389,246**. **The appraiser-style look:** adjusting each sale line by line — size, bedrooms, baths, garage, lot — lands at **$326,399–$386,503**, centered near **$347,000**.

The gap between them — about $42,000 at the middle — comes down to one main thing. The square-foot method prices every foot at the same blended rate, while the line-by-line method values finished lower-level space below main-floor space — and your finished basement is the largest in this entire set, so that choice moves your number more than it would most homes. Bath count used to muddy this comparison — the old records showed one-and-a-half baths — but with the suite's own full bath confirmed, yours carries two-and-a-half, right in line with the set, and that drag is gone. The honest range is where the two methods overlap, and the ground between them.

Indicated value range (both methods): **$326,399 – $402,801**

My recommended list price: **$360,000 – $370,000**

THE BIGGER PICTURE

Local Market Snapshot

This page summarizes the comparable set itself — the eight homes analyzed for this report — using the figures from their MLS detail sheets. These numbers describe the comparables, not the wider Eau Claire market.

Market area: **Eau Claire & Altoona, Wisconsin** — established single-story ranch neighborhoods

STATISTIC	FIGURE	SOURCE
Comparable listings analyzed	**8 — 6 sold, 1 active, 1 active offer**	This report's comparable set — NW WI MLS
Sold price range	**$314,900 – $400,000**	MLS detail sheets
Sold price — median	**$349,950**	MLS detail sheets
Sold price — average	**$349,117**	MLS detail sheets
Sale-to-list ratio (final list)	**100% — median**	MLS detail sheets
Days on market, sold — median	**56 days**	MLS detail sheets
Days to accepted offer — median	**14 days**	MLS detail sheets
Sold dates in this set	**April 23 – September 25, 2026**	MLS detail sheets
Sold price per finished sq ft	**$128.69 – $153.04 · median $147.89**	MLS detail sheets

What this means for your sale

Work from the sold column: it's what buyers actually paid. This set brought its full asking price at the median and reached accepted offers in about two weeks — priced at the market, these homes moved. Priced above it, they waited: the one resale in this set that reached past its own September sale price has already cut $10,000. Timing matters too: every sale here closed in the spring or summer market, so the freshest two — Manor Court in August and MacArthur Avenue in September — say the most about pricing into the fall. The home-by-home detail behind every figure on this page is on the next one.

Statistics above are the comparable properties analyzed in this report, taken from their MLS detail sheets. Your home's value is determined by those comparables — the My Read page shows how I weighted them.

THE COMPARABLES

Comparable Summary

Your property and the eight comparables behind this analysis, side by side. Every figure is taken from the MLS detail sheets — except your home's finished area, which is from my walk-through measurement: the county records still show your lower level as unfinished. Dates shown are closing dates — list dates for the two still on the market.

PROPERTY	STATUS	DATE	PRICE	$/ SQFT	DOM	FIN SF	YEAR	BD	BA (F+H)
Mitscher Ave — SUBJECT	Subject	—	—	—	—	2,632	1970	4	2 + 1
1,576 SF above grade (city living area, incl. back addition) + ≈1,056 SF finished lower level (walk-through measurement) · lot 0.266 ac									
1706 Birney St	Sold	04/23/26	$314,900	$136.79	38	2,302	1951	4	2 + 1
1720 South St	Sold	06/08/26	$314,900	$128.69	67	2,447	1947	4	1 + 1
404 W MacArthur Ave	Sold	09/25/26	$349,900	$152.53	70	2,294	1955	3	1 + 2
717 Buffington Ct	Sold	07/24/26	$350,000	$153.04	45	2,287	1975	3	3 + 1
604 Manor Ct, Altoona	Sold	08/28/26	$365,000	$144.67	42	2,523	1975	4	2 + 1
1027 Bradley Ave	Sold	06/30/26	$400,000	$151.11	97	2,647	1969	5	2 + 1
649 Putnam Dr	Active Offer	09/16/26 listed	$299,900 asking	$119.86	29	2,502	1949	3	2 + 1
404 W MacArthur Ave	Active	10/01/26 listed	$339,900 asking, was $349,900	$148.17	14	2,294	1955	3	1 + 2

PRICE PER SQUARE FOOT — THE SOLD EVIDENCE AT YOUR HOME'S SIZE — 2,632 SQ FT

Low sold — **$128.69** per sq ft × 2,632 sq ft	**$338,712**
Median sold — **$147.89** per sq ft × 2,632 sq ft	**$389,246**
High sold — **$153.04** per sq ft × 2,632 sq ft	**$402,801**

Subject finished area: 2,632 sq ft = 1,576 above grade (city living area — includes the back addition) + approximately 1,056 finished lower level (walk-through measurement, approximate). Per-comp $/SF = price ÷ total finished square feet per MLS. The median is this method's headline — the average is not used.

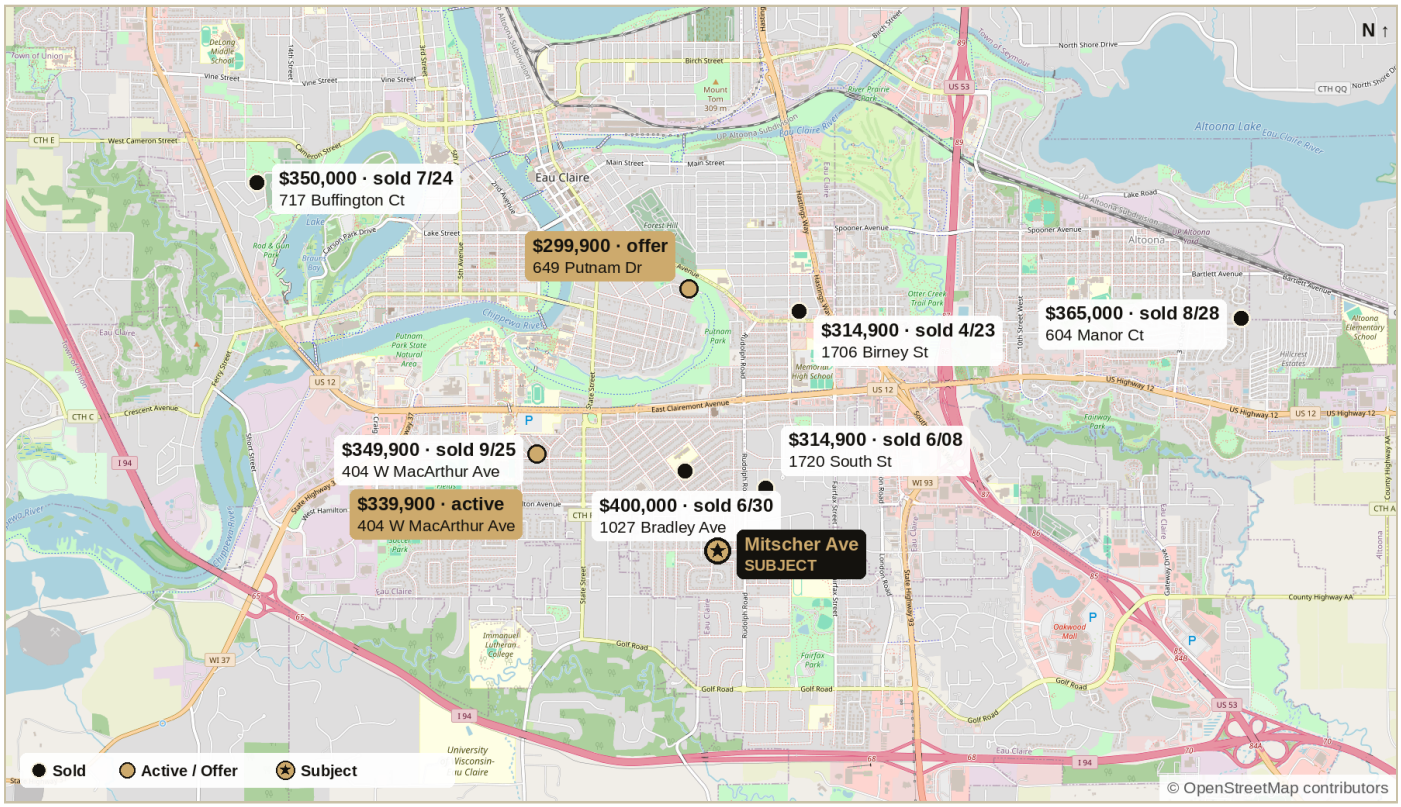
404 W MacArthur Ave appears twice: sold September 25, 2026 at $349,900 (MLS #1603291); the buyer relisted it October 1 (MLS #1605519) and cut it to $339,900 on October 15, 2026. Counted once, as sold evidence; the relist is today's competition. Concessions: Manor Ct $1,000 (cash); Buffington Ct $5,000 (FHA); South St $2,000. Manor Ct is in Altoona; the rest are in Eau Claire.

Presented by Carter Barstad · Copyright RANWW 2026. Data provided by the Northwestern Wisconsin MLS. This is a broker price opinion or comparative market analysis and should not be considered an appraisal. In making any decision that relies upon this work, you should know that the guidelines for development of an appraisal or analysis contained in the Uniform Standards of Professional Appraisal Practice of the Appraisal Foundation were not followed.

WHERE THE EVIDENCE SITS

The Comparable Map

Every property behind the price, on one map. Five of the eight records sit within about a mile and a half of Mitscher Avenue. The two sales roughly three miles out — Buffington Court to the northwest and Manor Court in Altoona — earn their place on size and finished-basement similarity rather than proximity, and the analysis weighs them accordingly.



Reading the pins

Black pins are closed sales, labeled with price and closing month. **Gold pins** are on the market now. The **star** is Mitscher Avenue.

The same house, twice

404 W MacArthur Avenue appears two times — as a September sale at $349,900 and as today's listing at $339,900 after a price cut. Same renovated ranch, two market readings, five weeks apart. It is the freshest evidence in this report of where the ceiling sits.

THE DATA

Comparable Detail Sheets & Photos

In the live report, the subject's MLS record and City of Eau Claire parcel report print here, followed by a detail sheet and photo set for each of the eight comparables.

Your home's data sheet follows, then for each comparable a data sheet — the MLS record, reformatted — and its photo page: the twelve photos that tell its story, picked from its full MLS set (318 photos across the eight listings) so the same rooms line up house to house.

SUBJECT DATA SHEET

Mitscher Avenue

Eau Claire

SUBJECT PROPERTY

$228,300

2026 assessed value · land $39,100 + building $189,200

City's estimated fair market value (2025): $298,600 — the assessor still shows an unfinished basement

Owner: Private · purchased October 2007 for $137,500 (listed $143,500)



Style	1 Story Ranch	Year Built	1970
Bedrooms	4 (3 up + lower suite)	Bathrooms	2 full + 1 half
Above Grade	1,576 SF	Finished Lower	≈1,056 SF (walk-through)
Total Finished	≈2,632 SF	Lot	0.266 acres
Garage	2 attached (440 SF)	Taxes	$4,413.72 net (2025)
Heating	Natural gas forced air	Cooling	Central A/C
Fireplace	1 woodburning	Basement	Full · now finished
Foundation	Block	Exterior	Wood
Water / Sewer	City / City	School District	Eau Claire Area
Ownership	≈19 years	Record Note	2007 MLS + assessor predate the basement finish

Listing notes. The records on this home are stale: both the 2007 listing and the city assessment still show an unfinished basement. Carter's walk-through found it finished — a primary suite with its own full bath, living areas with a bar, and another half bath — and measured the finished rooms at roughly 1,056 square feet. The city's above-grade count (1,576 sq ft) does include the back addition — what it still shows as zero is the entire finished basement. That is why this report works from ≈2,632 finished square feet, and why the city's $298,600 fair-market estimate reads low.

Updates. Kitchen, baths & flooring — redone roughly 10 years ago · Addition off the back — ≈8×12 ft, roughly 10 years ago · Roof — recent · Furnace — recent · Water heater — recent · A/C — newer

Prepared by Carter Barstad, Hometown Realty Group · Sources: City of Eau Claire parcel record (Beacon), NW WI MLS, agent walk-through October 15, 2026

COMPARABLE DATA SHEET

1706 Birney Street

Sold · MLS #1599151 · Eau Claire

SOLD · CLOSED APRIL 23, 2026

$314,900

Sold · 100% of final list

Listed March 16, 2026 · Accepted April 1 · Closed April 23, 2026

Days on market: 38 · 16 days to accepted offer



Style	1.5 Story	Year Built	1951
Bedrooms	4	Bathrooms	2 full + 1 half
Above Grade	1,774 SF	Finished Lower	528 SF
Total Finished	2,302 SF	Lot	135 × 66 ft
Garage	1 attached	Taxes	$3,586.72 (2025)
Heating	Natural gas forced air	Cooling	Central A/C
Fireplace	Wood stove	Basement	Full
Foundation	Block	Exterior	Metal
Financing	Conventional	Concessions	None
List Price	$314,900 (orig. $324,900)	School District	Eau Claire Area

Listing notes. Fresh paint throughout and refinished hardwood floors. Four-season room and a wood deck out back, on a corner lot.

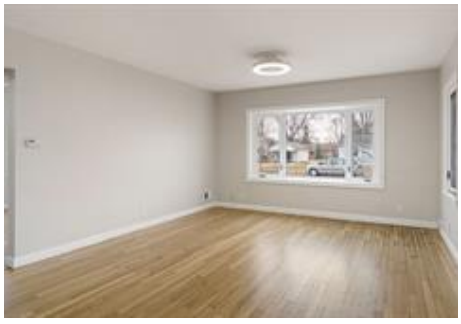
Updates (from the listing). Fresh paint throughout · Hardwood floors refinished

Listing agent: Bruce Weegman · Selling agent: Mary Rufledt · MLS #1599151

COMPARABLE PHOTOS

1706 Birney Street

Sold · $314,900 · Closed April 23, 2026 · MLS #1599151 · 12 of 47 photos shown











COMPARABLE DATA SHEET

1720 South Street

Sold · MLS #1599630 · Eau Claire

SOLD · CLOSED JUNE 8, 2026

$314,900

Sold · 100% of final list

Listed April 2, 2026 · Accepted April 15 · Closed June 8, 2026

Days on market: 67 · 13 days to accepted offer



Style	1 Story	Year Built	1947
Bedrooms	4	Bathrooms	1 full + 1 half
Above Grade	1,447 SF	Finished Lower	1,000 SF
Total Finished	2,447 SF	Lot	0.261 acres
Garage	2 attached	Taxes	$4,964.00 (2025)
Heating	Hot water	Cooling	Central
Fireplace	2 fireplaces	Basement	Full, partially finished, walkout
Foundation	Block	Exterior	Brick / stone
Financing	Conventional	Concessions	Yes · $2,000
List Price	$314,900 (orig. $324,900)	School District	Eau Claire Area

Listing notes. Lower-level mother-in-law suite with its own kitchenette, off a walkout basement. Newer kitchen, updated windows, sold pre-inspected. This was Jane's listing, co-listed by Carter.

Updates (from the listing). Kitchen — newer (year not stated) · Windows — updated

Listing agent: Jane Kunick, co-listed by Carter Barstad · Selling agent: Zina Obaid · MLS #1599630

COMPARABLE PHOTOS

1720 South Street

Sold · $314,900 · Closed June 8, 2026 · MLS #1599630 · 12 of 38 photos shown














COMPARABLE DATA SHEET

404 W MacArthur Avenue

Sold · MLS #1603291 · Eau Claire

SOLD · CLOSED SEPTEMBER 25, 2026

$349,900

Sold · 100% of list

Listed July 17, 2026 · Accepted July 28 · Closed September 25, 2026

Days on market: 70 · 11 days to accepted offer



Style	1 Story	Year Built	1955
Bedrooms	3	Bathrooms	1 full + 2 half
Above Grade	1,774 SF	Finished Lower	520 SF
Total Finished	2,294 SF	Lot	0.260 acres
Garage	1 attached	Taxes	$4,221.29 (2025)
Heating	Natural gas forced air	Cooling	Central A/C
Fireplace	Gas log	Basement	Full, partially finished
Foundation	Block / poured	Exterior	Wood
Financing	Conventional	Concessions	None
List Price	$349,900	School District	Eau Claire Area

Listing notes. Thirty-five years with the prior owner, then a full refresh: brand-new roof (2025), brand-new kitchen, new furnace and gas fireplace (2021), restored hardwood floors, vinyl fence and irrigation. The same house is listed again as an active comparable — see its data sheet at the end of this section.

Updates (from the listing). Roof — new, 2025 · Kitchen — brand new · Furnace — 2021 · Gas fireplace — 2021 · Hardwood floors — restored · Vinyl fence & yard irrigation

Listing agent: Mary Rufledt · Selling agent: Robin Hall · MLS #1603291

COMPARABLE PHOTOS

404 W MacArthur Avenue

Sold · $349,900 · Closed September 25, 2026 · MLS #1603291 · 12 of 30 photos shown














COMPARABLE DATA SHEET

717 Buffington Court

Sold · MLS #1600051 · Eau Claire

SOLD · CLOSED JULY 24, 2026

$350,000

Sold · 97.2% of list

Listed June 9, 2026 · Accepted June 24 · Closed July 24, 2026

Days on market: 45 · 15 days to accepted offer



Style	1 Story	Year Built	1975
Bedrooms	3	Bathrooms	3 full + 1 half
Above Grade	1,497 SF	Finished Lower	790 SF
Total Finished	2,287 SF	Lot	0.330 acres
Garage	3 attached	Taxes	$4,847.69 (2025)
Heating	Natural gas forced air	Cooling	Central A/C
Fireplace	Wood stove	Basement	Full, partially finished
Foundation	Block	Exterior	Brick / wood
Financing	FHA	Concessions	Yes · $5,000
List Price	$359,900	School District	Eau Claire Area

Listing notes. The finished lower level carries a full bath and could take a fourth or fifth bedroom with egress. Roof and water heater 2023, gutters 2025, spray-foam insulation 2021.

Updates (from the listing). Roof — 2023 · Water heater — 2023 · Gutters — 2025 · Spray-foam insulation — 2021

Listing agent: Rick Schunk · Selling agent: Ashley Allar · MLS #1600051

COMPARABLE PHOTOS

717 Buffington Court

Sold · $350,000 · Closed July 24, 2026 · MLS #1600051 · 12 of 45 photos shown














COMPARABLE DATA SHEET

604 Manor Court, Altoona

Sold · MLS #1603372 · Altoona

SOLD · CLOSED AUGUST 28, 2026

$365,000

Sold · 98.6% of list · Cash

Listed July 17, 2026 · Accepted July 25 · Closed August 28, 2026

Days on market: 42 · 8 days to accepted offer



Style	1 Story	Year Built	1975
Bedrooms	4	Bathrooms	2 full + 1 half
Above Grade	1,592 SF	Finished Lower	931 SF
Total Finished	2,523 SF	Lot	0.610 acres
Garage	2 attached	Taxes	$4,967.06 (2025)
Heating	Hot water	Cooling	Wall unit / mini-split
Fireplace	Woodburning	Basement	Full, partially finished, walkout
Foundation	Block	Exterior	Wood
Financing	Cash	Concessions	Yes · $1,000
List Price	$370,000	School District	Altoona

Listing notes. Carter's own listing: a 0.61-acre cul-de-sac lot, walkout basement, remodeled kitchen, roof in 2021 and main-floor windows replaced. The fastest accepted offer in the set — eight days, cash.

Updates (from the listing). Kitchen — remodeled · Roof — 2021 · Main-floor windows — replaced

Listing agent: Carter Barstad · Selling agent: Liz Thompson (Century 21) · MLS #1603372

COMPARABLE PHOTOS

604 Manor Court, Altoona

Sold · $365,000 · Closed August 28, 2026 · MLS #1603372 · 12 of 51 photos shown














COMPARABLE DATA SHEET

1027 Bradley Avenue

Sold · MLS #1599094 · Eau Claire

SOLD · CLOSED JUNE 30, 2026

$400,000

Sold · 100% of final list

Listed March 25, 2026 · Accepted May 30 · Closed June 30, 2026

Days on market: 97 · 66 days to accepted offer



Style	1 Story Ranch	Year Built	1969
Bedrooms	5	Bathrooms	2 full + 1 half
Above Grade	1,893 SF	Finished Lower	754 SF
Total Finished	2,647 SF	Lot	0.254 acres
Garage	2 attached	Taxes	$5,046.31 (2025)
Heating	Natural gas forced air	Cooling	Central A/C
Fireplace	—	Basement	Full, partially finished
Foundation	Block	Exterior	Wood
Financing	Conventional	Concessions	None
List Price	$399,900 (orig. $414,900)	School District	Eau Claire Area

Listing notes. The top of the set: five bedrooms and the most finished space. New roof in 2026, windows about 2018, insulation 2022, and a basement bedroom and bath added in 2023. It also took the longest to sell — 97 days.

Updates (from the listing). Roof — 2026 · Basement bedroom + bath — added 2023 · Insulation — 2022 · Windows — about 2018

Listing agent: Luke Jorde · Selling agent: Kevin Anger · MLS #1599094

COMPARABLE PHOTOS

1027 Bradley Avenue

Sold · $400,000 · Closed June 30, 2026 · MLS #1599094 · 12 of 37 photos shown














COMPARABLE DATA SHEET

649 Putnam Drive

Active Offer · MLS #1605176 · Eau Claire

ACTIVE OFFER · ACCEPTED SEPTEMBER 16, 2026

$299,900

Active Offer · accepted the day it listed

Listed September 16, 2026 · Offer accepted September 16, 2026

Days on market: 29



Style	1 Story	Year Built	1949
Bedrooms	3	Bathrooms	2 full + 1 half
Above Grade	1,602 SF	Finished Lower	900 SF
Total Finished	2,502 SF	Lot	0.270 acres
Garage	1 attached	Taxes	$4,624.56 (2025)
Heating	Furnace (2010)	Cooling	Central A/C (2023)
Fireplace	Gas log	Basement	Full, partially finished
Foundation	Poured	Exterior	Brick / stone
Financing	—	Concessions	—
List Price	$299,900	School District	Eau Claire Area

Listing notes. Third Ward charmer, steps to Putnam Park. The lower level is the story: family and rec rooms, an office, laundry and a jacuzzi bath. Covered brick patio out back; water heater 2006.

Updates (from the listing). Central A/C — 2023 · Furnace — 2010 · Water heater — 2006

Listing / selling agent: Cheree Tiry · MLS #1605176

COMPARABLE PHOTOS

649 Putnam Drive

Active Offer · $299,900 · Listed September 16, 2026 · MLS #1605176 · 12 of 33 photos shown














COMPARABLE DATA SHEET

404 W MacArthur Avenue

Active · MLS #1605519 · Eau Claire

ACTIVE · LISTED OCTOBER 1, 2026

$339,900

Active · reduced from $349,900 on October 15, 2026

Listed October 1, 2026

Days on market: 14



Style	1 Story	Year Built	1955
Bedrooms	3	Bathrooms	1 full + 2 half
Above Grade	1,774 SF	Finished Lower	520 SF
Total Finished	2,294 SF	Lot	0.260 acres
Garage	1 attached	Taxes	$4,221.29 (2025)
Heating	Natural gas forced air	Cooling	Central A/C
Fireplace	Gas log	Basement	Full, partially finished
Foundation	Block / poured	Exterior	Wood
Financing	—	Concessions	—
List Price	$339,900 (orig. $349,900)	School District	Eau Claire Area

Listing notes. The same house as the September sale in this report, relisted by its buyer a week after closing at the same $349,900 ask. At that number it did not move, and on October 15 it was cut to $339,900 — the live ceiling signal in this set.

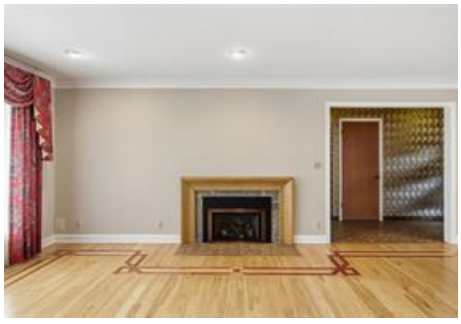
Updates (from the listing). Roof — new, 2025 · Kitchen — brand new · Furnace & gas fireplace — 2021 · Hardwood floors — restored

Listing agent: Robin Hall · MLS #1605519

COMPARABLE PHOTOS

404 W MacArthur Avenue

Active · $339,900 · Listed October 1, 2026 · MLS #1605519 · 12 of 37 photos shown











PRICING STRATEGY

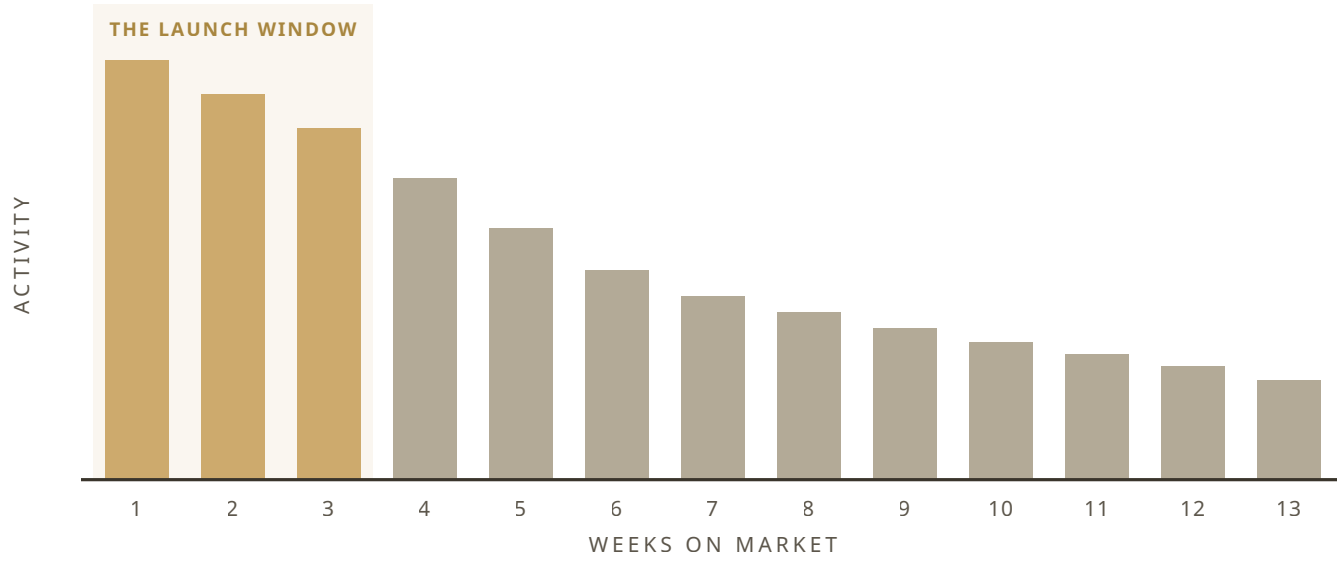
Market Activity

Your Home's Optimum Time-On-Market

The day your home hits the market is the day the most people will ever see it. It launches to every home-search site, every agent's inbox and every saved search in the area at once — there's no slow build anymore.

That's why the first two to three weeks are the window that matters. Showings, interest and offers concentrate there. Priced right, that's when a home sells — often with the strongest offers it will ever see.

After that window, the math turns on you. Every week on market makes the next buyer ask "what's wrong with it?" — and the search sites print your days on market right next to the price. Showings slow down, offers soften, and the home starts selling the neighbors' houses instead of itself.

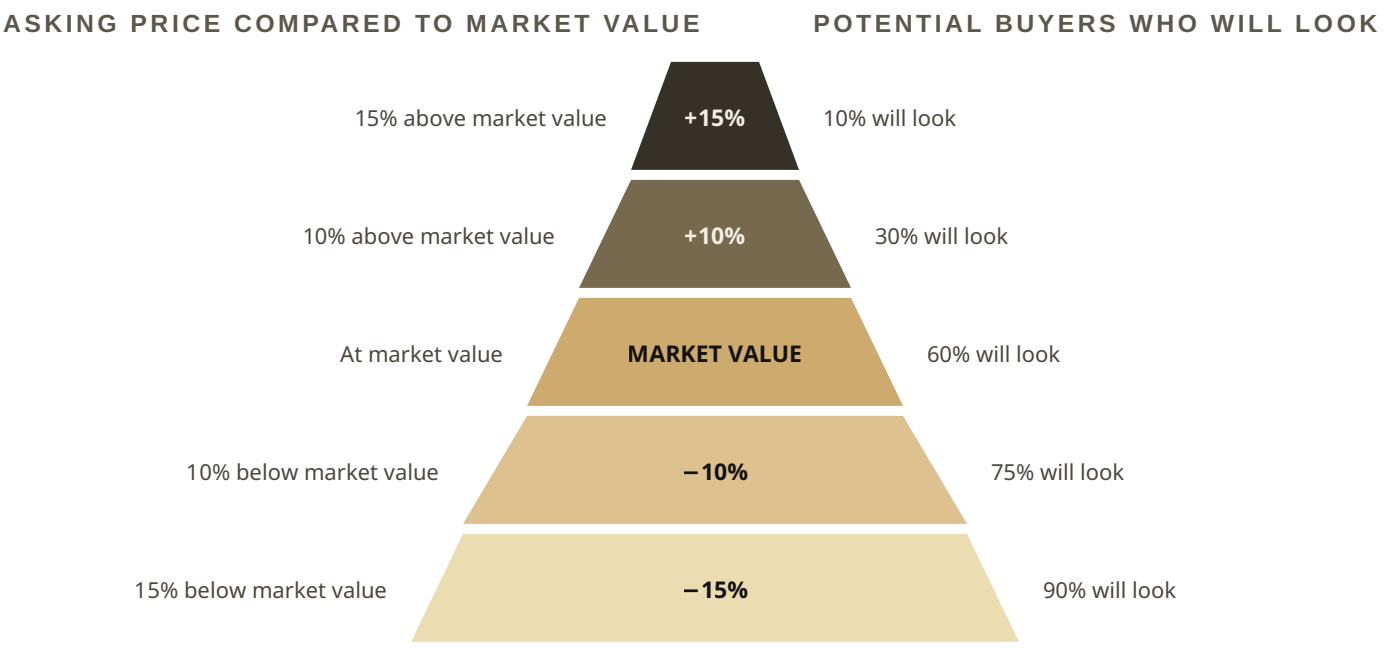


Illustrative. Buyer activity peaks at launch and fades with time on market — which is why the launch price matters more than any price cut that follows it.

PRICING STRATEGY

Pricing Pyramid

How you price your home will directly impact how many buyers, showings and offers you attract, and ultimately, how easily it sells. At the pyramid's center is the fair market value at which a reasonable percentage of buyers would view and purchase your home. When you underprice your home you'll attract a greater percentage of buyers, and when you overprice it you'll attract a lesser percentage of buyers.



Illustrative, based on widely used industry pricing guidelines. Actual buyer response varies by market, property and timing.

PRICING STRATEGY

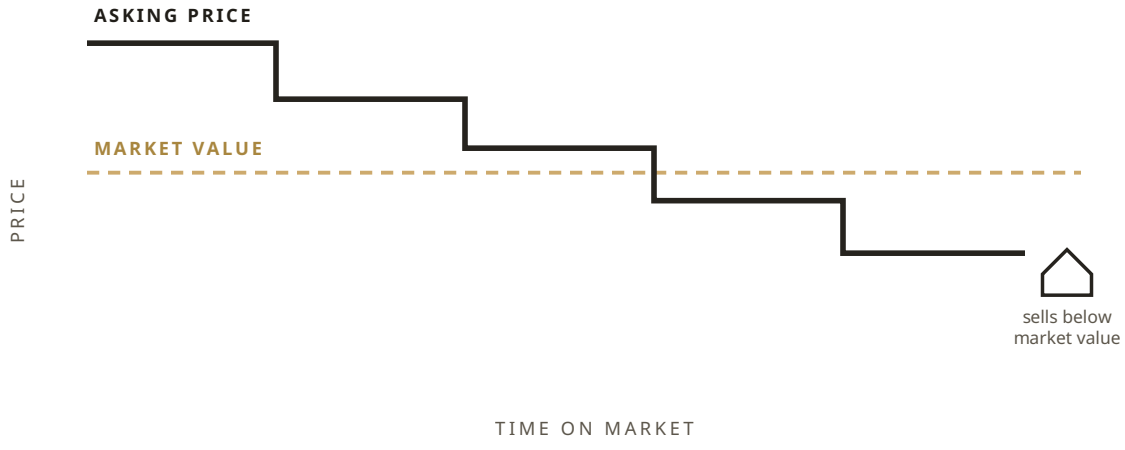
The Consequences of Overpricing

The strategy of overpricing your property — knowing that you can reduce the price later — might make sense at first glance. However, it seldom works. In fact, sellers who overprice their properties — even just 10% above market value — often end up *getting less* than they would if they had priced it properly from the start.

Here is why:

- A high price on your property makes other comparable properties more attractive, so you actually help to sell your competition.
- Fewer buyers will respond to ads, fewer agents will show your property to their buyer clients, and you'll get fewer serious offers.
- It's also public now: every home-search site prints your days on market beside the price and flags each price reduction, so buyers can watch the price chase the market down — and they write their offers accordingly.
- Inflated prices often lead to mortgage rejections and critical lost time waiting for finance approvals that don't go through.
- Reducing the price after buyers have begun to perceive your home as a "stale" listing will not generate nearly as much interest as if you'd priced it properly from the start.

This is why rightly pricing your property to coincide with its window of maximum market exposure and buyer interest is so important.



Illustrative. Each price reduction chases the market down — and the home often ends up selling for less than it would have brought if priced right at the start.

GETTING READY

Preparing Your Home to Sell

Buyers meet your home twice: first on a phone screen, then at the front door — and the photo impression happens first. Both count. Here's how to be ready for both, without spending real money:

Exterior — the drive-up

- Mow and rake the lawn, trim hedges, weed and edge gardens
- Sweep sidewalks and driveway, pick up any litter
- Repair gutters and eaves, touch up exterior paint
- Plant extra flowers for color, or place potted plants beside the front door
- Clean or paint the front door, polish the hardware, make sure the doorbell works
- Move cars, bins and hoses out of sight — the first listing photo is usually this one

Interior — what buyers see

- Declutter and depersonalize: clear the counters, thin out closets, pack the family photos — buyers need to picture *their* life here
- Deep-clean everything: kitchen, bathrooms, windows, mirrors. Clean reads as "well cared for"
- Steam-clean carpets and clean hard floors; touch up scuffed paint in fresh, light tones
- Bright bulbs everywhere, all the same warm temperature — and leave them on for showings
- Tidy the entrance, stairs and halls; store excess furniture so rooms feel their full size
- Kitchen counters as empty as you can make them; cabinets, appliances, washer and dryer wiped down
- Bathrooms: fresh towels out, toiletries put away
- Knock out the small stuff — drips, squeaks, sticky doors, loose handles. Small to you is never small to a buyer
- Garage and basement storage: organize and clear it out — buyers read storage space as square footage
- Air the house out: pet and cooking odors turn buyers off faster than almost anything

Photo day & showings

- Before photos: beds made, toilet lids down, remotes and cords tucked away
- Lights on, drapes open — bright sells, in pictures and in person
- Pets out of the house for showings, with bowls, beds and litter boxes tucked away
- Take valuables, medications and mail with you, or lock them up
- Head out during showings: buyers talk honestly when the seller isn't home, and honest feedback is what sells a home
- A lit fireplace in season and quiet music are fine — small touches, not the main event

That's the list — none of it costs much, and all of it pays. Before photos, I'll walk the home with you and flag anything I spot. A fresh set of eyes that has sold homes like yours is part of what you're hiring.

HOW YOUR HOME GETS SOLD

My Marketing Action Plan

My strategy for getting your property sold for top market value is a simple but effective one: I'll maximize its market exposure, so you attract as many qualified, motivated buyers as possible. I'll also keep you fully informed of all my activities, as well as all developments related to the listing.

I will market your property through:

- **Multiple Listing Service (MLS)** — in front of every agent and buyer in the Chippewa Valley from day one
- **Professional photography** that makes your home look its absolute best online
- **Listing video and drone aerials** for homes and land where they add impact
- **The major home-search sites** — Zillow, Realtor.com, Redfin and more, syndicated automatically from the MLS
- **Social media promotion** — targeted posts and video on Facebook, Instagram and YouTube
- **echtrg.com** and Hometown Realty Group's local presence
- **Open houses and agent tours**, so buyers and agents experience the home in person
- **Direct outreach** — email and personal notice to potential buyers in my database and to agents across the area
- **For Sale sign** and professional highlight sheets

In addition, I will:

- Help you determine the best asking price
- Offer proven advice on how to prepare your property for showings
- Keep you updated regularly, and provide feedback from all showings and open houses
- Update you on market changes that could affect your property's sale
- Pre-qualify motivated, potential buyers
- Present and discuss each offer with you, and provide a "cash in pocket" net-proceeds statement
- Negotiate the highest possible price and best terms for you
- Manage all contractual, title and transaction details and keep you informed
- Ensure your check is delivered at closing
- Arrange for a moving company and relocation agent, if required

EXPOSURE

Where Buyers Find Your Home

Nobody buys a home they never see. When your listing goes live, it goes out through four channels at once — here's where today's buyers actually find homes like yours:



1 · The MLS

Your listing enters the Multiple Listing Service first — the database every local agent works from, and the source every other channel pulls from. If it isn't in the MLS, it effectively isn't on the market.



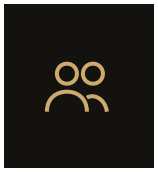
2 · The big home-search sites

Zillow, Realtor.com, Redfin and Homes.com are fed automatically by the MLS. This is where most buyers actually meet your home — on a phone, scrolling at night. It's why the photography has to stop a thumb.



3 · Video & social media

A listing video, drone footage and targeted posts on Facebook, Instagram and YouTube put your home in front of people who weren't even searching yet — including buyers thinking about a move to the Eau Claire area.



4 · Agents & word of mouth

Agent tours, open houses, and direct outreach to my buyer list and the local agent network. Plenty of homes still sell the old way — the right agent knew the right buyer.

One listing, four nets — all cast on day one. That's what "maximum exposure" actually means in 2026.

THE NUMBER THAT MATTERS MOST

Estimated Seller Net Proceeds

The list price is the headline — this is the number you actually live with: what you walk away with after the mortgage and selling costs are paid. Here it is at four candidate prices, side by side — with the selling costs itemized the way they'll actually appear at closing.

Property: Mitscher Avenue Date: _____

	$340,000	$355,000	$370,000	$385,000
Estimated selling price	**$340,000**	**$355,000**	**$370,000**	**$385,000**
Less: mortgage payoff	—	—	—	—
Water escrow	$350	$350	$350	$350
GAP insurance	$175	$175	$175	$175
Tax proration to buyer	$4,288	$4,288	$4,288	$4,288
Title insurance	$1,500	$1,500	$1,500	$1,500
Transfer fee ($3 per $1,000 of price)	$1,020	$1,065	$1,110	$1,155
Listing commission (3.5%)	$11,900	$12,425	$12,950	$13,475
Buyer-agent compensation (2.0%–2.4%, per the offer)	$6,800 – $8,160	$7,100 – $8,520	$7,400 – $8,880	$7,700 – $9,240
Attorney, closing & recording fees	$550	$550	$550	$550
Total estimated expenses	**$26,583 – $27,943**	**$27,453 – $28,873**	**$28,323 – $29,803**	**$29,193 – $30,733**
Estimated equity to seller	**Private**	**Private**	**Private**	**Private**

Notes

Tax proration: 2025 taxes $4,673.37 ÷ 365 days = $12.80/day × 335 days (Dec 1 closing) = $4,288. Attorney, closing & recording = $550.

The above figures are estimates only. While every effort is made to ensure their accuracy, they should not be relied upon without verification. Actual proceeds depend on the final sale price, negotiated terms, payoff amounts and proration dates, and are confirmed on the settlement statement at closing. The listing commission is Carter's 3.5%. Buyer-agent compensation is set by the winning offer — shown at the 2.0%–2.4% range typical here (closer to 2% when offers compete) — so total expenses and equity appear as ranges. Title insurance $1,500, water escrow $350, GAP insurance $175. The mortgage payoff line is blank, and the equity figures are removed in this sample — in a live report, the payoff is inserted once the sellers' balance is known and the equity is figured from it.

RECENT INDUSTRY CHANGES

A Change Every Seller Should Know

One part of selling has changed across the industry: compensation to the buyer's agent can no longer be advertised in the MLS. Nothing about that is automatic anymore — as the seller, **you decide** whether to offer compensation to the agent who brings your buyer, and if so, how much. Traditionally, sellers have paid both their listing agent and the selling agent. Here's the honest case on both sides:

If you don't offer it

- You net more equity at closing — the compensation stays in your pocket instead of going to the selling agent
- Your selling costs are lower and simpler

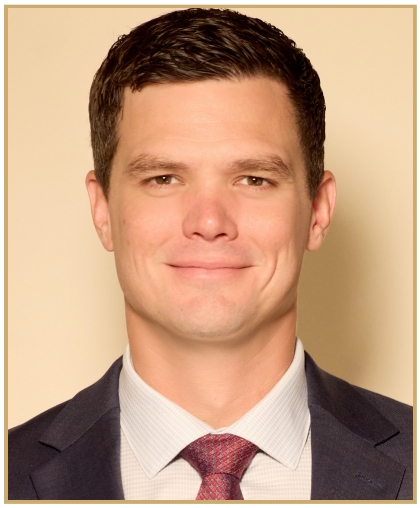
Why many sellers still do

- Most buyers are already stretched by what they bring to closing — earnest money, down payment, inspection costs, lender and title fees, and their own agency fee
- A buyer may want to pay their agent but be unable to cover the amount on top of everything else
- Buyers can ask for the compensation inside the Offer to Purchase either way — declining to offer it doesn't take it off the table, it just moves the negotiation
- Not offering it can push some buyers toward homes that do — a smaller pool can mean a slower sale

The amount is negotiable twice: when we sign the listing agreement, and again in any offer that comes in. My job is to lay out the real numbers for your home and your market — the decision is yours, and I'll work hard for the sale either way.

YOUR AGENT

About Me



Carter Barstad is a Realtor with Hometown Realty Group in Eau Claire, Wisconsin. Born and raised in the Chippewa Valley, he got his start in Texas working with investors and distressed properties before coming home to Wisconsin in 2024. He works alongside his mom, Jane, who brings 25+ years of local market experience, and his background in construction gives clients an edge on everything from first homes to fixer-uppers and investment properties. With 55 career transactions and a perfect 5.0-star rating on Zillow, Carter serves Eau Claire, the greater Chippewa Valley, and the Ladysmith area.

Carter Barstad
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echtrg.com

55	5.0★	25+
CAREER TRANSACTIONS	ZILLOW RATING	YRS FAMILY EXPERIENCE

Born and raised here, trained in Texas investment real estate, and backed by a family with 25+ years in this market — that's the combination working on your sale.

BACKED BY HOMETOWN REALTY GROUP

379	$114.7M+	March 2024
OFFICE TRANSACTIONS	OFFICE SALES VOLUME	OFFICE OPENED

Small office, big output.

THE BROKERAGE BEHIND THIS REPORT

Why Hometown?

Every agent at Hometown adds this page to their CMA. It's the brokerage standing behind the numbers in this report — who we are, how we work, and how your home gets seen.

Who we are

- **Experienced Leadership** — our owners have proudly served the real estate industry for over 40 years
- **Locally Owned & Operated** — deeply rooted in the community, with a hometown touch
- **Chippewa Valley Experts** — specializing in the local market for over 20 years
- **Boutique-Style Service** — a close-knit agency, with a personalized, dedicated approach to every transaction
- **Community-Focused** — our profits stay in Eau Claire, directly benefiting the local economy and its residents

How we work

- **Guided by Excellence** — our motto, "Above and Beyond," is at the heart of everything we do
- **Integrity & Professionalism** — we uphold the highest ethical standards, following the REALTORS® Code of Ethics as our foundation
- **Collaborative Teamwork** — when you work with us, you have the full support of our entire agency on your behalf
- **Clear & Consistent Communication** — we keep you informed at every step, with open and frequent updates
- **Respected Reputation** — well-known and highly regarded within the community and the industry
- **Proven Sales Success** — our track record speaks for itself, ensuring the best possible outcome for our clients

How your home gets seen

- **Innovative Marketing Strategies** — cutting-edge techniques to maximize exposure and attract the right buyers
- **High-Quality Visuals** — professional photography showcases your home in the best possible light
- **Powerful Online Presence** — a dynamic, high-traffic website puts your property in front of the right audience
- **Trusted MLS Membership** — as part of the Northwest Wisconsin MLS, we ensure maximum exposure for your property
- **Pre-Listing Home Inspections** — potential concerns identified early, to streamline the selling process
- **Expert Home Preparation Advice** — proven guidance to present your home at its absolute best
- **Staging Services Available** — enhance your home's appeal and attract buyers with professional staging expertise

That's the team behind this report — and behind your sale, from the first walk-through to the closing table.

IN WRITING

My Commitment to You

Selling a home is a big decision, and the agent you choose should make specific promises — not just nice ones. Here is what you can hold me to:

- **Honest numbers.** I'll tell you what the data says, even when it isn't the number you hoped for. A price that flatters you at the kitchen table costs you at the closing table.
- **Marketing that earns its keep.** Professional photography, video, and a day-one launch across the MLS, the big search sites and social media — the full plan in this report, actually executed.
- **Feedback after every showing.** What buyers said, what they loved, what stopped them — the good and the bad, unfiltered, so we can adjust while it still matters.
- **You'll never have to chase me for an update.** Regular check-ins on a rhythm we agree on, and straight answers when you call.
- **The deal handled to the end.** Offers, negotiation, inspections, appraisal, title work and closing — organized, on schedule, and explained as we go.

That's the whole commitment: top market value for your home, and a process with no surprises. I look forward to earning your business.

Sincerely,

Carter Barstad
Realtor, Hometown Realty Group
Carter@echtrg.com | (715) 828-0039

HOMETOWN REALTY GROUP

THE EVIDENCE, SIDE BY SIDE

Sales Comparison Analysis

Subject: **Mitscher Avenue, Eau Claire**. The grid adjusts each closed sale toward your home at standard rates — above-grade $43/SF, finished below-grade $17/SF, bedroom $5,000, full bath $5,000, half bath $2,500, garage stall $10,000, lot by judgment.

	SUBJECT	1706 BIRNEY	1720 SOUTH	404 MACARTHUR	717 BUFFINGTON	604 MANOR	1027 BRADLEY
Sale Price	—	**$314,900** $136.79 / fin SF	**$314,900** $128.69 / fin SF	**$349,900** $152.53 / fin SF	**$350,000** $153.04 / fin SF	**$365,000** $144.67 / fin SF	**$400,000** $151.11 / fin SF
Sold Date · DOM	—	04/23/26 · 38	06/08/26 · 67	09/25/26 · 70	07/24/26 · 45	08/28/26 · 42	06/30/26 · 97
Financing · Concessions	—	Conv. · No	Conv. · $2,000	Conv. · No	FHA · $5,000	Cash · $1,000	Conv. · No
Location	Eau Claire	Eau Claire	Eau Claire	Eau Claire	Eau Claire	Altoona	Eau Claire
Style · Year Built	Ranch · 1970	1.5 Story · 1951	Ranch · 1947	Ranch · 1955	Ranch · 1975	Ranch · 1975	Ranch · 1969
Above-Grade Finished SF	1,576	1,774 −8,514	1,447 +5,547	1,774 −8,514	1,497 +3,397	1,592 −688	1,893 −13,631
Below-Grade Finished SF	≈1,056	528 +8,976	1,000 +952	520 +9,112	790 +4,522	931 +2,125	754 +5,134
Bedrooms	4	4 —	4 —	3 +5,000	3 +5,000	4 —	5 −5,000
Bathrooms (Full + Half)	2 + 1	2 + 1 —	1 + 1 +5,000	1 + 2 +2,500	3 + 1 −5,000	2 + 1 —	2 + 1 —
Garage (Attached)	2	1 +10,000	2 —	1 +10,000	3 −10,000	2 —	2 —
Lot Size	0.266 ac	0.20 ac +3,000	0.261 ac —	0.260 ac —	0.330 ac −5,000	0.610 ac −15,000	0.254 ac —
Net Adjustment	—	**+13,462**	**+11,499**	**+18,098**	**−7,081**	**−13,563**	**−13,497**
Gross Adjustment	—	30,490	11,499	35,126	32,919	17,813	23,765
Adjusted Sale Price	**—**	**$328,362**	**$326,399**	**$367,998**	**$342,919**	**$351,437**	**$386,503**

On the market now *(asking basis — ceiling indicators, not sold evidence): 649 Putnam Dr, active offer at $299,900, adjusts to* ***≈$316,434*** *· 404 W MacArthur Ave, active at $339,900 (the September sale, relisted), adjusts to* ***≈$357,998****.*

PRICE PER SQUARE FOOT — THE SOLD EVIDENCE AT YOUR HOME'S SIZE — 2,632 SQ FT

Low sold — **$128.69** per sq ft × 2,632 sq ft	**$338,712**
Median sold — **$147.89** per sq ft × 2,632 sq ft	**$389,246**
High sold — **$153.04** per sq ft × 2,632 sq ft	**$402,801**

$326,399 – $386,503	$389,246	$360,000 – $370,000
INDICATED RANGE, ADJUSTMENT GRID	MEDIAN INDICATION, $/SF METHOD	RECOMMENDED LIST PRICE

The grid prices lower-level space at $17/SF; the $/SF method uses the blended sold rate. My Read (page 4) reconciles the two. Subject SF per walk-through measurement (approximate). Not an appraisal.

THE BOTTOM LINE

Price Recommendation

Your Assessed Value: **$228,300**

Average Active Comparables: **$319,900**

Average Sold Comparables: **$349,117**

100%	56	14
OF LIST PRICE, THIS COMP SET	MEDIAN DAYS ON MARKET	DAYS TO ACCEPTED OFFER

1 From the Comparables

Summary: Analysis of the selected comparable properties suggests similar properties are selling in the price range of:

$330,000 – $379,000

Based on viewing your home, my knowledge of the local market, and the recent sale prices of comparable homes in your area, I recommend listing your property at:

RECOMMENDED LIST PRICE

$360,000 – $370,000

2 The Case for the Top End

The price-per-square-foot method supports testing higher — its median indication is **$389,246** — so if your home's condition, its improvements, and today's limited inventory support reaching, the stretch case is:

$375,000 – $385,000

Two cautions ride along. The renovated MacArthur Avenue home that sold at $349,900 in September is back on the market at $339,900 after a price cut — the market has already pushed back once at that level. And an appraiser works from adjusted closed sales — the grid on page 37 centers near $347,000 — so a contract at the top end could need the buyer to cover a gap in cash. Inside the recommended range, the evidence carries the number; at the top end, we're asking the market to write a new one.

If you have any questions or would like more information, please do not hesitate to call or email me. Thanks again for this opportunity to be of service to you.

NEXT STEPS

1. Sign the listing agreement — date: _____
2. Photography & video scheduled — date: _____
3. Go-live date: _____