

# Kelly Kellogg, The Appraisal Expert!

Residential Appraiser • Pricing Strategist • Expert Witness • Author • Speaker  
Author: *ABC's of a CMA, Comparative Market Analysis*  
CERT RES RD2727

Appraisal Experts, Inc **407-644-8885**

Kelly Kellogg, President/Owner of Appraisal Experts, Inc. & Author of *ABC's of a CMA, Comparative Market Analysis* is a native of the Orlando area and graduate of the University of Florida. She sold real estate for several years and has 25 years experience expertly appraising residential real estate in the metropolitan Orlando area. Appraisal Experts, Inc. ensures an EXPERTLY completed valuation. The appraisers at Appraisal Experts, Inc. are professional, courteous, and Realtor friendly. Our valued clients include Lenders, Realtors, Attorneys, Buyers, Sellers, and Investors.

## Call and Schedule Your Appraisal Appointment Today!

### Services

Residential Real Estate in Metropolitan Orlando,  
Orange, Seminole, Osceola, W Volusia, E Lake, NE Polk Counties

- Residential
- FHA
- Lakefronts
- Relocation
- Cash Buyers
- Expert Testimonials
- Multi-Million \$ Properties
- Listing/Selling
- Vacant Land
- House Measures
- Estates
- Bankruptcy

### We use SupraKey!



*ABC's of a CMA, Comparative Market Analysis*, by Kelly Kellogg, is a guide for agents which shares tips on the latest underwriting requirements and teaches strategies to assist the agent in preparing a thorough, accurate, and defensible CMA. Agents armed with this knowledge, have a distinct advantage over the competition.

Buy the book at [www.Appraisal-Experts.com](http://www.Appraisal-Experts.com)

### Call for a CE Approved Class!

Topic: *ABC's of a CMA* (2hr CE Credit/Florida)

We help agents become "experts" when making CMA adjustments

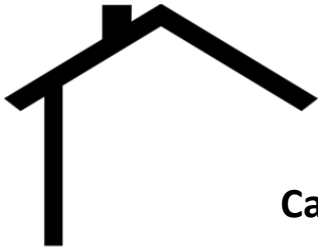
- Berkshire Hathaway
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Thank you for referring Appraisal Experts, Inc.

**407-644-8885**

[www.Appraisal-Experts.com](http://www.Appraisal-Experts.com)

[KKellogg@Appraisal-Experts.com](mailto:KKellogg@Appraisal-Experts.com)



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CMA ADJUSTMENT GUIDE (HYPOTHETICAL SAMPLE) \*

2019

HOME PRICE	\$125,000	\$250,000	\$500,000	\$1,000,000
Age Difference	\$500 - \$1,500	\$1,000 - \$3,000	\$2,000 - \$5,000	\$5,000 - \$10,000
Open Pool	\$8,000 - \$12,000	\$10,000 - \$18,000	\$20,000 - \$30,000	\$30,000 - \$100,000
Screen Encl. Pool	\$8,000 - \$12,000	\$15,000 - \$25,000	\$15,000 - \$50,000	\$30,000 - \$100,000
Heated Spa	\$2,000 - \$4,000	\$3,000 - \$6,000	\$5,000 - \$9,000	\$8,000 - \$15,000
Screen Porch	\$3,000 - \$5,000	\$5,000 - \$8,000	\$10,000 - \$15,000	\$15,000 - \$50,000
Covered Porch	\$2,000 - \$4,000	\$4,000 - \$7,000	\$8,000 - \$12,000	\$15,000 - \$50,000
Screen Patio	\$2,000 - \$4,000	\$4,000 - \$7,000	\$8,000 - \$12,000	\$10,000 - \$15,000
Covered Patio	\$2,000 - \$4,000	\$3,000 - \$5,000	\$6,000 - \$10,000	\$10,000 - \$15,000
Fireplace	\$1,000 - \$2,000	\$2,000 - \$3,000	\$3,000 - \$5,000	\$4,000 - \$6,000
3 vs. 2 Car Garage	\$4,000 - \$6,000	\$5,000 - \$10,000	\$8,000 - \$10,000	\$9,000 - \$10,000
Wood Fence	\$1,500 - \$2,500	\$2,000 - \$3,000	\$3,000 - \$8,000	\$5,000 - \$15,000
Pond/Greenbelt Views	\$5,000 - \$12,000	\$10,000 - \$25,000	\$20,000 - \$50,000	\$40,000 - \$100,000
Golf Views (depends on area)	\$5,000 - \$12,000	\$10,000 - \$25,000	\$20,000 - \$50,000	\$40,000 - \$100,000
Extensive C-tile	\$3,000 - \$8,000	\$4,000 - \$9,000	\$5,000 - \$15,000	\$10,000 - \$25,000
Hardwood Floor	\$3,000 - \$8,000	\$4,000 - \$9,000	\$5,000 - \$15,000	\$10,000 - \$25,000
Full Bathroom	\$2,000 - \$4,000	\$3,000 - \$5,000	\$4,000 - \$8,000	\$6,000 - \$10,000
Marble/Granite vs. Formica	\$2,000 - \$4,000	\$5,000 - \$8,000	\$8,000 - \$15,000	\$15,000 - \$25,000
Solid Surface vs. Formica	\$2,000 - \$3,000	\$5,000 - \$8,000	\$8,000 - \$15,000	\$15,000 - \$25,000
Tile Roof vs. Shingle	\$5,000 - \$10,000	\$10,000 - \$15,000	\$15,000 - \$20,000	\$15,000 - \$30,000

\* This is a general guide for resales. Adjustments vary, are market derived & depend on market/area/condition/quality. Purchase ABC's of a CMA, Comparative Market Analysis by Kelly Kellogg which shares market derived formulas that assist agents on accurate adjustments for a CMA.

www.Appraisal-Experts.com  
 KKellogg@Appraisal-Experts.com  
 www.TheAppraisalExpert.com

**Kelly Kellogg**  
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Office 407-644-8885  
 Cell 407-925-5664  
 PO Box 3633  
 Winter Park, FL 32790

We Service Metro Orlando: Orange, Seminole, Osceola, W Volusia, E Lake, NE Polk Counties