



Carol's Strategic Real Estate + Community + Lifestyle

Carol A. Poore, Ph.D., MBA

Carol@CarolPoore.com

602.451.6769



Welcome to my inaugural **Strategic Real Estate + Community + Lifestyle** conversation designed to bring fresh insight into fully enjoying and maximizing the places where we spend our time – including our home and community.

My conversations will help you explore strategic and inspirational investments in your home, your lifestyle, and your community.

Each issue I'll offer *timely and valuable* insights for cultivating meaningful and productive investments related to a joyful, purposeful lifestyle. Let's jump in!

Knowing the strategic market value of your home

If you've owned your home for more than a year, the value of your home will change over time. Most likely, the value has gone *up*.

The most accurate way to assess your home's current market value is to ask a licensed Realtor® to complete a competitive market analysis, or CMA. This is a powerful way to analyze similar properties in your area to determine your home's value.



While putting together an accurate CMA is more art than science, here's a key finding:

When it comes to assessing the value of your home, artificial intelligence (AI) or the latest online real estate robots relying on algorithms cannot replicate real intelligence! That is, boots-on-the-ground, practical knowledge of *your* neighborhood, combined with the very specific context of *your* home is essential for producing the most *accurate* competitive market analysis.

Granted, online AI products are getting smarter and more useful. However, these tools lack practical common sense and unique insight to understand individual nuances, such as a house next door to a neglected property, or other factors that impact the value of a home as well as a neighborhood.

A competent real estate strategist will be able to examine other homes in similar size, location, and proximity to local amenities as well as factor in less-desirable attributes such as noisy streets.

Whether or not you're selling your property, a CMA is a valuable tool to help you stay apprised of your home's real market value – not what you or others guess the home is worth. This is the very first step you'll take if you're listing your property.

It takes boots-on-the-ground common sense, and strategic neighborhood insight to factor in such attributes as a historic neighborhood designations, walking paths, nearby parks, and lifestyle amenities.

[\(I'd be delighted to address your questions about particular home or neighborhood dynamics that might impact your home value.\)](#)

In summary, an in-depth, in-person market analysis combines the art and science of assessing your home's dynamics, including:

- Actual prices on sold properties during the last six to nine months.
- Neighborhood desirability
- Property condition, and how does the condition of your home compares with similar homes in the area.
- Property location relative to busy roads or other desirable or less-desirable factors
- Considering comparable market prices on active listings as well as pending sale prices, knowing that the listing price may not be the final price.

As a gift to my community colleagues, I'm offering 30 complimentary competitive market analyses – one CMA per day -- from November 1 through December 1! The gift includes three hours of evaluation and a written report sent to you via e-mail.

[Send me an e-mail and the first 30 friends requesting my complementary CMA will be selected!](#)

Coming in January: How to pick a valuable, inspirational second home.

My new listing in Downtown Phoenix: Portland on the Park, Unit 411

Immaculate Portland on the Park Unit 411 features 1,188 sq. ft. of urban charm, unique /exclusive privacy and convenience and extra-special northeast and south views.

Perfect second home with corporate lease potential.

From your living room, you'll feel intimate connection to green, lush Portland St. Parklet, skyline, city lights, sparkling pool. Northeast corner showcases the Valley's best mountains and Hance Park, just steps away.



PORTLAND
ON THE
PARK

#411

MLS 5985451
2 BED/2BATH
1,188 SF

ROOFTOP TERRACE,
SPECTACULAR GYM AND
COMMUNITY AMENITIES

Move-in Ready!
Own – Lease Investment –
Second Home

brokers
HUB
REALTY

Easy walk to vibrant local restaurants, arts/culture/entertainment venues & light rail. Pristine 2 bedroom, 2 bath split-floor home, wood floors, ceiling-to-floor windows, Bosch kitchen appliances, modern, luxurious quartz kitchen island and countertops throughout. Stacking white LG washer/dryer. Double sinks, frosted-glass shower/lavatory in master bath. Remote-control shades in living/dining room. Lighting with dimmer controls throughout. Quick, easy access to two parking spaces plus separate storage area and direct entryway downstairs to gorgeous pool and gym facility.

Common areas feature 15th floor rooftop terrace, pool, fitness facility, 7th floor lookout lounge for smaller events, BBQs, fire pits, big-screen TVs. Exceptional community events create friendships, a very special asset with a variety of planned resident social activities. Option to purchase fully furnished!

[Arizona MLS # 5985451. See full photo gallery online.](#)



CarolPoore.com | 602.451.6769 | Carol@CarolPoore.com