SAMPLE REPORT — Fictional property and fictional comparable sales, shown to illustrate the Standard deliverable. Not an appraisal. Not advice about a real address.

KS **KnockSoft**
Off-market home analysis

Standard Analysis
Report ID: SAMPLE-STD-0000
Prepared: March 4, 2026
Prepared for: A. Buyer (anonymized)

1428 Faircrest Lane, Henrico, VA 23233

Subject property · Single-family detached · Not currently listed for sale

1. Subject & context

You asked about an off-market single-family home in western Henrico County that you found while driving the neighborhood. It is not listed, and you wanted to understand what a credible offer would look like before making contact. The notes you supplied — long-term owner, dated exterior, no visible renovation activity — are consistent with what public records suggest.

Assessed value (2025)	**$392,600**	Living area	**2,180 sq ft**
Lot size	**0.31 acres**	Year built	**1987**
Beds / baths	**4 / 2.5**	Last recorded sale	**Aug 2004 — $238,000**
Zoning	**R-3 Residential**	Tax parcel	**REDACTED (sample)**

A 21-year hold with no permit activity since a 2009 roof replacement is the single most important fact in this file. It suggests both meaningful owner equity and a strong likelihood of deferred maintenance that has never been priced by the market. Both cut into your offer strategy below.

2. Comparable sales

Eight closed sales within 1.1 miles over the trailing nine months, filtered to detached homes of 1,850–2,500 sq ft on similar lots. Adjustments are applied for living area, condition, garage, and date of sale. Two nearby sales were excluded and the reason is noted below the table.

#	ADDRESS (ANONYMIZED)	SOLD	SQ FT	SALE PRICE	$/SQ FT	ADJUSTED
—	**Subject — 1428 Faircrest Ln**	**n/a**	**2,180**	**—**	**—**	**—**
1	14XX Faircrest Ln (same street)	Jan 2026	2,240	$468,000	$209	$461,000
2	32XX Wrenfield Ct	Dec 2025	2,090	$441,500	$211	$449,000
3	88XX Kingsmoor Dr	Nov 2025	2,375	$495,000	$208	$470,000
4	21XX Ashcroft Way	Oct 2025	1,940	$418,000	$215	$438,000
5	15XX Faircrest Ln (same street)	Sep 2025	2,150	$452,000	$210	$455,000
6	94XX Barrowgate Rd	Aug 2025	2,410	$487,500	$202	$459,000
7	34XX Wrenfield Ct	Jul 2025	1,880	$405,000	$215	$431,000
8	87XX Kingsmoor Dr	Jul 2025	2,300	$479,000	$208	$464,000

Excluded: a Nov 2025 sale at $362,000 (estate sale, sold as-is to an investor with no market exposure) and an Oct 2025 sale at $551,000 (fully renovated with a 2024 addition — not comparable to the subject's condition). Both would have distorted the range in opposite directions.

WHAT THE COMPS ACTUALLY SAY

Adjusted values cluster tightly between $431,000 and $470,000, with a median of $457,000. That is a narrow band for eight sales, which tells you this is an efficient, well-understood submarket — buyers and sellers here largely agree on value. Price per square foot drifts down as size goes up, the normal pattern, so the subject's 2,180 sq ft sits mid-pack rather than at either extreme.

The two same-street sales (#1 and #5) are the most instructive: $455,000–$461,000 adjusted, eight months apart, showing roughly 1.5% appreciation over that span. This market is stable, not hot. An offer strategy built on the assumption of rapid appreciation is not supported by this data.

3. Observed price bands

LOW

$421,000

Assumes significant deferred maintenance found at inspection — roof near end of life, original HVAC, dated systems.

MID — MOST LIKELY

$449,000

Assumes average condition for a 1987 build held long-term: cosmetically dated, mechanically sound.

HIGH

$472,000

Assumes updates not visible from the street, or a competing buyer emerging once the owner engages.

What these numbers are. These are observed ranges derived from closed comparable sales, adjusted for the differences listed above. They are not an appraisal, not a valuation of record, and not a recommendation of what to offer. They describe what this market has recently paid for homes like this one.

Assumptions that would change them. Condition is the dominant variable and you have not been inside. A roof at end of life, an original HVAC system, or a failing septic connection could each move the number 3–6%. Timing matters less here than in a hot market: the same-street evidence shows only ~1.5% drift over eight months, so waiting a season is unlikely to cost you materially.

4. Risk & scenario notes

HIGHER RISK **Deferred maintenance is unpriced**

No permits since 2009. On a 1987 build, that means the HVAC, water heater, and likely the roof are at or past typical replacement age. Budget $25,000–$40,000 of catch-up work as a planning assumption until an inspection says otherwise, and treat the Low band as your realistic anchor rather than the Mid.

MODERATE RISK **Long-hold owners often anchor to a number**

An owner who paid $238,000 in 2004 may anchor either low (to the price they paid) or high (to a headline figure they heard about a renovated neighbor). The excluded $551,000 renovated sale is exactly the kind of comp an owner cites. Being ready to explain why that sale is not comparable is the most valuable thing you can bring to a first conversation.

MODERATE RISK **Capital gains may shape the seller's timing**

A sale near $450,000 against a $238,000 basis implies roughly $212,000 of gain. For a married couple filing jointly who have lived there two of the last five years, that likely falls under the federal exclusion — but for a single filer, or an owner who has moved out, it may not. This is a question for their tax advisor, not you, but it can explain hesitation that otherwise looks like disinterest.

LOWER RISK **Zoning and use are straightforward**

R-3 Residential with a conforming lot and no overlay districts, easements, or flood-zone issues found in the public record. Nothing here complicates a conventional purchase.

LOWER RISK **Market friction is low**

Eight qualifying sales in nine months within 1.1 miles is healthy turnover. If this approach does not work, comparable inventory will appear. You are not in a position where this is the only property that will do.

5. Outreach scripts

Adapt these in your own voice and send them yourself. **KnockSoft does not contact owners on your behalf.** Check your state and local rules on unsolicited contact, and honor any do-not-contact registry or posted no-soliciting notice.

Letter — first contact

Dear neighbor,

My name is [your name] and I'm looking for a home in [neighborhood]. Yours caught my eye — the lot and the layout are exactly what my family needs.

I know you haven't listed it, and you may have no interest in selling. If that's the case, please ignore this and accept my apology for the intrusion. But if you've ever thought about it, I'd welcome a low-pressure conversation. I'm a direct buyer, not an investor, and I've done my homework on recent sales nearby.

[your name] · [phone] · [email]

If they respond — framing the number

Thanks for getting back to me. Before we talk price, I want to be upfront about how I got to mine.

I looked at eight sales within about a mile over the last nine months. After adjusting for size and condition they land between roughly $431,000 and $470,000, and two sales on your own street came in around $455,000–$461,000. That's the range I'm working within.

I haven't been inside, so condition could move that either way. If you'd be open to a walkthrough, I can be more specific.

If they cite the renovated comp

You're right that one sold for $551,000 — I saw it too. That one had a 2024 addition and a full renovation, which is a genuinely different product. The sales closest to your home in size and condition are the ones in the $450,000s.

If your home has updates I can't see from the street, I'd genuinely like to know — that changes my number.

6. Disclaimer & hand-off

This is an educational market memo, not an appraisal. KnockSoft is not a licensed appraiser, real estate brokerage, lender, or law firm. Nothing here is an appraisal, a broker price opinion, legal advice, tax advice, or investment advice.

We provide analysis only. We do not represent you, negotiate on your behalf, or contact property owners. All outreach is yours to send and yours to decide on.

Bring in professionals before you commit. Engage a licensed buyer's agent and a real estate attorney before making a written offer. Order an independent inspection before waiving any contingency — this memo assumes condition rather than verifying it. Confirm tax questions with a qualified advisor.

Sources and limits. Public records, county assessor data, and closed-sale records available at the time of writing. Figures were current as of the prepared date and change over time. In this sample document the subject property, the comparable sales, and all figures are fictional and exist only to show the report's structure.