

MAVE PROMPT PLAYBOOK · CASE STUDY

Generate a CMA

Pull comparable sales, adjust for differences, and land on a defensible price — all from a series of prompts in Mave research.

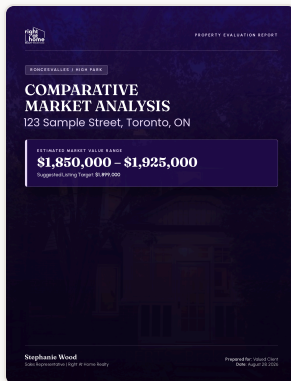
THE PROMPT

"Build a Comparative Market Analysis for [address] — Roncesvalles / High Park. Pull closed comps within 1.5km from the last 90 days, filtered for detached 2.5-storey homes. Adjust each comp for bedrooms, bathrooms, square footage, parking, and condition, and show the math. Include an executive summary with key value drivers, a full comp adjustment matrix, and a pricing and marketing strategy section. Cite MLS numbers and sources throughout. Format should be in a professional PDF report using the Right at Home branding. Also include a chart that I can paste into Excel so I can make my own adjustments."

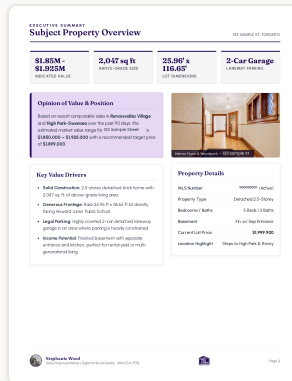
⚠ **BEFORE YOU SEND THIS** — add your own context and framing. How do you read this specific home: its condition, what sets it apart from or falls short of the comps, anything the data can't see? Mave will pull and adjust the numbers, but your expertise on the subject property is what makes the CMA yours.

THE OUTPUT — 4 PAGES FROM THE FULL REPORT

Address and MLS numbers shown are fictional placeholder data, substituted throughout for this example.



Cover
Value range & target price

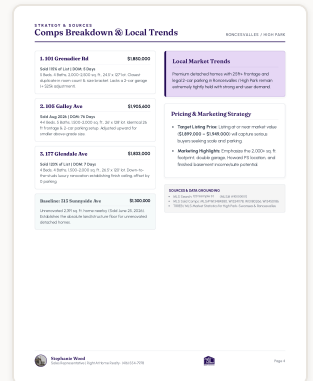


Executive Summary
Key value drivers & property details

Characteristics / Adjustment	Subject: 123 Sample	Comp 1: 567 Grandeur	Comp 2: 890 Galaxy	Comp 3: 101 Orbitale
MLS Number	W10000001	W3484380	W3524078	W3882266
Status & Sale Date	Active Subject	Sold (Jan 29, 2024)	Sold (Aug 19, 2024)	Sold (Jan 02, 2024)
Sold Price / List Price	\$1,999,900 (\$1,845)	\$1,850,000	\$1,908,400	\$1,833,000
Days on Market (DOM)	—	5 Days	76 Days	7 Days
Above-Grade Area	2,047 sq ft	2,000-2,500 sq ft	1,500-2,000 sq ft	1,500-2,000 sq ft
Lot Dimensions	25.59' x 16.45'	24.50' x 12.00'	26.00' x 128.00'	26.51' x 100.00'
Bedrooms / Baths	5 Beds / 3 Baths	5 Beds / 4 Baths	4+1 Beds / 3 Baths	4 Beds / 4 Baths
Parking	2-Car Garage	1 Surface Space	2 Garage/Surface	0 Spaces
Basement	Fin. w/ Sep Entrance	W/O Potential	Sep Entrance Walk-Up	Full Basement
Bedrooms Adj (+/-)	Baseline	\$0	+\$15,000	+\$25,000
Bathrooms Adj (+/-)	Baseline	-\$15,000	-\$30,000	-\$15,000
Sq. Footage Adj (+/-)	Baseline	\$0	+\$35,000	+\$40,000
Parking Adj (+/-)	Baseline	+\$25,000	\$0	+\$35,000
Condition Adj (+/-)	Baseline	\$0	\$0	-\$45,000
Net Adjustments Total	—	+\$30,000	+\$20,000	+\$30,000
Indicated Value	—	\$1,880,000	\$1,928,400	\$1,863,000

Adjusted Value Insight
After applying objective market adjustments for parking differences, square footage, bathroom count, and interior finish condition, the comparable sales indicate a remarkably tight valuation bracket between \$1,860,000 and \$1,928,400, strongly supporting our target range.

Comp Adjustment Matrix
Every comp adjusted line by line, with the math shown



Strategy & Sources
Pricing strategy & MLS citations

WHY IT WORKS

- **Comps are sourced.** It includes MLS numbers and dates for every comp — verify that it has all the right comps before presenting.
- **Every adjustment shows its math.** Bedrooms, bathrooms, square footage, parking, condition — each with a dollar figure, not a black-box number.
- **It lands on a number to open with.** A value range plus one recommended target price, not just a spread to interpret.
- **Structured like a report you'd actually hand a client.** Executive summary up front, methodology and sources at the back, branded and ready to send.

HOW TO GET THE MOST FROM YOUR CMA

- **Specify the format.** A polished client-facing PDF, a raw comp table for Excel, or both — the clearer the ask, the less back-and-forth to get there.
- **Push back and have a dialogue.** If a range feels off, tell Mave why and ask it to re-run the adjustments — treat it like a conversation with a colleague, not a vending machine.
- **Hand over the context you'd normally bring.** Comps you already know about, a property's unique selling points, or why a past sale isn't a fair comparison — Mave can't read your mind.
- **Tell it your goal, not just the property.** A CMA for a quick sale reads differently than one meant to test the ceiling — say which you're optimizing for.
- **Define the area and the filters that matter.** Radius, property type, renovated vs. original condition, school catchment — precise filters make for a tighter, more defensible comp set.
- **Ask it to flag thin spots.** Few recent comps, a wide range, an assumption it had to make — knowing where the data is weaker tells you where to apply your own judgment.