



SPACEMATCH INC.
REAL SOLUTIONS IN REAL ESTATE

SAMPLE COMPARATIVE MARKET ANALYSIS · OCTOBER 2026

Brick Ranch, North Side

Waukegan, Illinois 60085

A three-bedroom, two-bath 1952 brick ranch with a full basement and an oversized detached garage, valued against the ranch sales on Waukegan's north side.

\$260–280K

ESTIMATED MARKET VALUE

\$274,900

RECOMMENDED LIST PRICE

1,440 sf

ABOVE GRADE · 3 BR · 2 BA

SAMPLE REPORT · OWNER DETAILS WITHHELD · PREPARED BY MICHAEL KANG, SPACEMATCH INC.

A NOTE BEFORE THE NUMBERS

Pricing is the one marketing decision we cannot undo.

Thank you for inviting us in. This analysis is built the way we build every listing plan: from the evidence outward. The comparable sales in this report are pulled directly from the MLS and adjusted for the things buyers actually pay for — condition, finish level, light, layout and location within the block, not just square footage.

You will notice we do not lead with the highest number we could justify. The homes that sell for the most in Waukegan are the ones that launch at a price the market recognizes as fair, in the first two weeks, with photography and staging that make the price feel like a bargain. That is the SpaceMatch Listing Standard, and it is why our team's homes are marketed to a private audience of 23,000+ buyers and investors before they ever hit the open market.

Read the comparables. Question the adjustments. Then let's decide together where your home belongs on the range — and how we make buyers compete for it.

Michael Kang

FOUNDER · SPACEMATCH INC. · LIC. 475.163662



HOW TO READ THIS REPORT

Active — your competition today.

Pending — what buyers agreed to pay most recently.

Sold — what appraisers will use.

Expired — the prices the market refused.



Michael Kang

FOUNDER & TEAM LEAD ·
SPACEMATCH INC.

2014

LICENSED IN ILLINOIS

Lic. 475.163662

82+

RENOVATION PROJECTS

Managed hands-on, pre-market and flips

23

AGENTS ON THE TEAM

Founded 2020 with Brandon Banks

YOUR AGENT

Builder first. Marketer second. Agent because of both.

Michael leads SpaceMatch Inc., a 23-agent team serving Chicago and the surrounding suburbs. His path into real estate was not the usual one: a computer-science degree and an IT career, then years as a foreman for a commercial construction company — while owning and operating seven restaurants, four salons and a salon-supply distribution business.

In 2014 he brought that operator's mindset into real estate, managing more than 80 renovation projects and co-founding **Stagifi**, a rendering studio for digital staging and clean-ups. In 2020 he launched SpaceMatch, which RealTrends ranked the #19 team in Chicago by 2024 with \$116M in closed volume.

CONSTRUCTION EYE

He walks your home like an inspector and a buyer at once — so the prep list is short, cheap and aimed at price.

TECHNOLOGY

Data-driven pricing, digital staging and a 23,000-buyer CRM your listing reaches before the MLS.

OWNER'S MINDSET

Fifteen years running businesses: he negotiates for your net, not for a fast close.

"Very knowledgeable of the market and spot on with his pricing. Personable and accessible at any time."

GANSEREE C. · CLIENT REVIEW

REACH MICHAEL

(773) 985-7153 · michael@spacematchinc.com

2822 Central St. · Evanston, IL 60201

WHO YOU ARE HIRING

A marketing company designed to sell real estate.

SpaceMatch Inc. was founded in Chicago in 2020 by Michael Kang and Brandon Banks. Today we are a team of 23 agents serving Chicago and the suburbs, with in-house staging, media and a 23,000+ buyer and investor network.

#19

CHICAGO TEAM

RealTrends ranking, 2024

\$116M

SALES VOLUME

Team closed volume, 2024

\$297M+

TOTAL SOLD

Career team volume

5.0★

CLIENT RATING

114 five-star reviews · Google & Zillow

23,000+

BUYERS & INVESTORS

In our private CRM, marketed to first

36.5K

INSTAGRAM FOLLOWERS

@spacematchchicago — Reels for every listing

WHAT "TEAM" MEANS FOR YOU

One lead agent owns your strategy and pricing. Behind them: an in-house staging & media unit (Stagifi), a coordinator who keeps showings and paperwork moving, and 22 other agents who see your home before it is public.

WHAT "MARKETING COMPANY" MEANS FOR YOU

Every listing gets the same launch standard: digital staging, magazine-grade photos and video, and private outreach to our buyer network before it hits the MLS, Zillow, Realtor.com and Redfin.



THE SUBJECT PROPERTY

A two-bath brick ranch with a full basement.

SAMPLE REPORT

Address withheld to protect the owner's privacy

PROPERTY FACTS

Address	Withheld · Waukegan, IL 60085
Property type	Single-family AGENT
Style	1-story ranch, brick COUNTY
Year built	1952 COUNTY
Above-grade area	1,440 sq ft COUNTY
Bedrooms	3 COUNTY
Baths	2 full COUNTY
Basement	Full, 1,440 sq ft (finish not recorded) COUNTY
Condition	Average / well maintained AGENT
Updates	None reported AGENT
Garage	Detached frame, ~920 sq ft COUNTY
Lot	48 × 150 ft · 6,974 sq ft COUNTY
Heat / cooling	Forced air · central A/C COUNTY
Schools	Waukegan CUSD 60 MLS

WHAT BUYERS GET

- 01 Solid brick ranch**
1,440 sq ft on one level, larger than most ranches that sold nearby this year
- 02 Two full baths**
Most 1950s ranches around you have one bath; this one has two
- 03 Full basement**
1,440 sq ft under the whole house for storage, a rec room or a future bedroom
- 04 Oversized garage**
Detached garage of about 920 sq ft per the county, room for 2–3 cars or a workshop
- 05 Central air**
Forced-air heat with central A/C
- 06 Deep lot**
48 × 150 ft (about 6,970 sq ft)

This home has not been listed on the MLS; the owner bought it in December 2004. **AGENT** = provided by the listing agent (it overrides older records). **COUNTY** = Lake County assessor record, 2026. **MLS** = MRED MLS listings on the same blocks. The county does not record whether the basement is finished, and the agent reported no updates, so this report values the home as well kept but not updated, with an unfinished basement. Confirm at the walk-through.

THE MARKET AROUND YOU

North-side Waukegan homes sell fast, near asking.

56

HOMES SOLD

0.9 mi, last 12 mo

\$261,000

MEDIAN SALE PRICE

1,000–2,000 sf · \$184/sf

100.5%

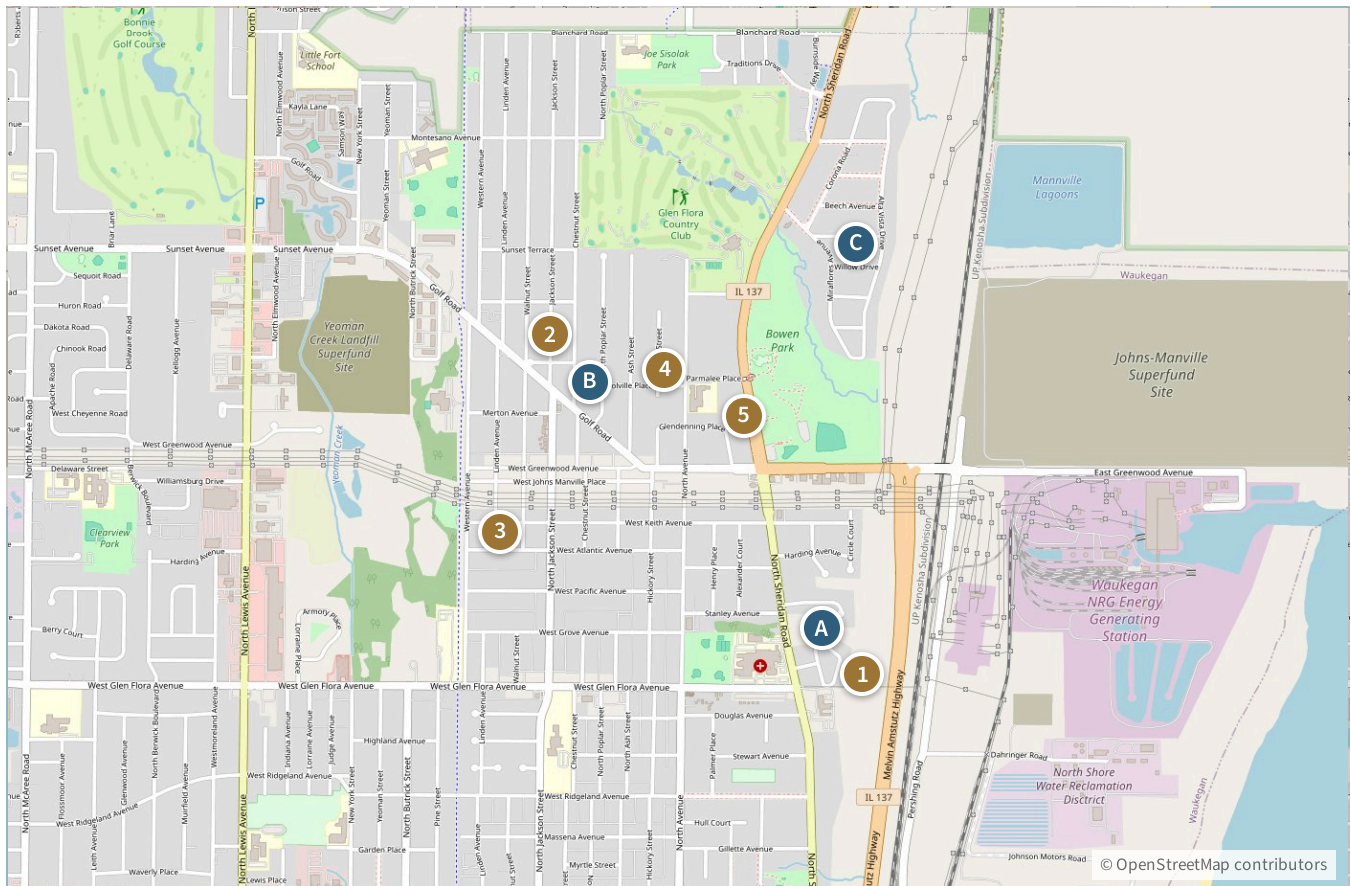
SALE-TO-LIST

Median · 14 days · 34 sold over list

1.5 mo

SUPPLY

7 active · 5 under contract



1–5 Sold ranch comparables (adjusted on the following pages):
1 1329 Eastview Dr · 2 2015 N Jackson St · 3 1621 N Linden Ave · 4
1945 Hickory St · 5 1848 N Sheridan Rd

A–C Active / under contract ranches:
A 1333 Eastview Dr · B 1939 Chestnut St · C 99 Mariposa Ave

Source: MRED MLS, detached homes of 1,000–2,000 sf within 0.9 mile (all Waukegan CUSD 60); closed Oct 2025–Oct 2026, active and under contract as of Oct 7, 2026. Supply = active listings ÷ average monthly sales.

COMPARABLE SALES

Five ranch sales a buyer's appraiser will use.



1329 Eastview Dr

0.45 mi · built 1956 · 1,147 sf

3 bd · 1 ba · brick ranch

Dated, sold “add your personal touches”

· 44 days on market

\$240,000

104% OF LIST · \$209/SF



2015 N Jackson St

0.53 mi · built 1968 · 1,333 sf

3 bd · 2.1 ba · brick ranch

Needs TLC; roof 2020, newer furnace · 4

days on market

\$250,000

100% OF LIST · \$188/SF



1621 N Linden Ave

0.43 mi · built 1952 · 1,308 sf

3 bd · 1.1 ba · ranch, no basement

Well kept, move-in ready · 5 days on

market

\$255,000

100% OF LIST · \$195/SF



1945 Hickory St

0.39 mi · built 1950 · 1,110 sf

3 bd · 1 ba · ranch

Well maintained, new patio · 9 days on

market

\$278,000

103% OF LIST · \$250/SF



1848 N Sheridan Rd

0.31 mi · built 1946 · 1,711 sf

3 bd · 2 ba · ranch

New mechanicals, refinished floors,

paint · 3 days on market

\$295,000

102% OF LIST · \$172/SF



1333 Eastview Dr

0.44 mi · built 1966 · 1,348 sf

2 bd · 2 ba · brick ranch · finished bsmt

Newer HVAC and roof · 1-car · 8 days

\$238,500 list

YOUR MOST DIRECT COMPETITION

All five are one-story homes built 1946–1968 within 0.55 mile, with 2-car garages, closed October 2025–August 2026. Four sold over their list price. Source: MRED MLS.

ADJUSTMENT GRID

Each sale, adjusted to match the subject home.

A comp that is better than the subject is adjusted down; one that is weaker is adjusted up. What remains is what each buyer would likely have paid for this home today.

	1 1329 EASTVIEW DR	2 2015 N JACKSON ST	3 1621 N LINDEN AVE	4 1945 HICKORY ST	5 1848 N SHERIDAN RD
Closed	08/18/2026	03/06/2026	08/10/2026	10/22/2025	05/26/2026
Above-grade sf	1,147	1,333	1,308	1,110	1,711
Bedrooms	3	3	3	3	3
Baths	1.0	2.1	1.1	1.0	2.0
Basement	Partial	Partial	No basement	Unfinished	Partial
Built	1956	1968	1952	1950	1946
Sale price	\$240,000	\$250,000	\$255,000	\$278,000	\$295,000
Market time (4%/yr)	+\$1,500	+\$6,000	+\$1,500	+\$10,500	+\$4,500
Size (\$50/sf)	+\$14,500	+\$5,500	+\$6,500	+\$16,500	-\$13,500
Bath count	+\$7,500	-\$3,500	+\$4,000	+\$7,500	—
Basement	-\$5,000	-\$5,000	+\$12,000	—	-\$5,000
Condition / updates	+\$5,000	+\$10,000	—	—	-\$15,000
Lot size	—	—	—	-\$5,000	-\$10,000
Net adjustment	+\$23,500	+\$13,000	+\$24,000	+\$29,500	-\$39,000
Adjusted value	\$263,500	\$263,000	\$279,000	\$307,500	\$256,000

\$256K–\$308K
ADJUSTED RANGE

\$274,000
AVERAGE

\$264,000
MEDIAN

How the adjustments were set. Market time at 4% a year from closing date to today (median price per square foot for these homes rose about 5% between the first and second half of the year). Size at \$50 per above-grade square foot. Baths at \$7,500 per full and \$3,500 per half bath, measured against the subject's 2 full. No basement adds \$12,000 (the subject has a full one); a partly finished basement subtracts \$5,000 because the subject's finish is unknown. Condition is measured against a well-kept but not updated home: dated or "needs TLC" sales adjust up, a home with new mechanicals and refinished floors adjusts down. Lots of a quarter acre or more adjust down. All five have 2-car garages, so no garage adjustment; the subject's larger garage is a plus not priced here. 1945 Hickory sold a year ago at \$250/sf and sits at the top of the range.

PRICING STRATEGY

Three prices. One decision.

Every home has a range, not a number. The comparables in this report define the range; the strategy you choose decides how fast and how competitively buyers respond.

STRATEGY	WHAT IT DOES	TYPICAL OUTCOME
Momentum Just below the comps	Maximizes showings in the first 14 days and invites multiple offers. Best when inventory is thin and the home shows exceptionally well.	Shortest days on market; strongest leverage in negotiation.
Market At the adjusted comps	Priced where recent buyers and appraisers already agree. Our default recommendation for most homes.	Sells within the neighborhood's median timeline with limited concessions.
Premium Above the comps	Tests the ceiling. Only defensible with a true differentiator — view, lot, renovation — and a pre-agreed price review date.	Longer exposure; higher risk of a price reduction and buyer skepticism.

WHY THE FIRST 14 DAYS MATTER

Buyer traffic peaks the week a listing goes live and again when a price changes. A home launched at the right number captures the largest pool of buyers once; a home that "starts high and comes down" meets a smaller, more skeptical audience each time.

Our pricing pyramid is simple: price 10% over market and roughly a third of the qualified buyers even see the home. Price at market and nearly all of them do.

HOW WE ADJUST COMPARABLES

- 01 Condition & finish**
Kitchen, baths, mechanicals, floors — buyers pay for what is done.
- 02 Layout & light**
Bed/bath count, outdoor space, exposure, parking.
- 03 Micro-location**
Block, transit, school boundary, HOA and taxes.
- 04 Terms & timing**
Concessions, financing and the month it closed.

OUR OPINION OF VALUE

\$260,000 – \$280,000

Most likely sale price is about **\$270,000**, or \$188 per above-grade square foot. That sits between the adjusted median (\$264,000) and average (\$274,000) of the five closed ranch sales. It assumes 3 bedrooms, 2 full baths, an unfinished basement and an average, well-kept home with no recent updates, as reported.

MOMENTUM

\$264,900

Under \$265K, pulling in every buyer searching up to \$270K. Recent ranches priced near value sold over asking within days.

RECOMMENDED

MARKET

\$274,900

At the adjusted comparables, with room for competing offers to push the price toward \$280K. Our recommendation.

PREMIUM

\$284,900

The seller's \$285K goal. Works only if the basement is finished or the kitchen, baths or mechanicals are newer than reported. 1939 Chestnut needed a cut from \$280K to sell.

WHAT SUPPORTS THE PRICE

- + 1,440 sq ft and two full baths: bigger than four of the five comparables, most of which have one bath.
- + Brick, full basement, central air and an oversized detached garage: the features buyers of 1950s ranches look for.
- + Demand: 34 of 56 recent sales nearby closed over asking, at a median of 14 days on market.

WHAT HOLDS IT BACK

- No updates reported; buyers pay \$300K+ here only for renovated homes.
- Updated ranches are listed now at \$238,500 (1333 Eastview) and others went under contract at asking prices of \$229,900–\$270,000.
- The home sits on a busier street than the side streets most comparables sit on.

BEFORE WE FINALIZE

A walk-through confirms the basement finish, the garage size and condition, and the age of the roof, furnace, A/C, water heater and windows. A finished basement or newer mechanicals could support the \$285K goal. Fresh paint, refinished hardwood and a deep clean are the cheapest ways to move this home toward the top of the range. Stagifi can render updated finishes for the listing photos.

THE SPACEMATCH LISTING STANDARD

Photos at 2 pm. Magazine-ready by 7 pm.

We do not wait to be found. Every SpaceMatch listing launches with the same production standard — the same one that earned a Town & Story feature in 2026 — and is pushed to an audience we already own.

01 · PREPARE

Digital staging & decluttering by Stagifi

Our in-house visualization company stages vacant and lived-in rooms virtually, so buyers see the potential without the cost or disruption of physical staging.

02 · PRODUCE

Magazine-grade photography, video & floor plans

Twilight exteriors, drone where it helps, a vertical Reel cut for Instagram and a 3D walkthrough — delivered the same day.

03 · PRE-MARKET

23,000+ buyers hear about it first

Direct email and text outreach to our private buyer and investor CRM, plus our 23 agents, before the public launch.

04 · LAUNCH

MLS + every major portal, same hour

Zillow, Realtor.com, Redfin and Homes.com, with a dedicated property page and showing desk live from minute one.

05 · AMPLIFY

Paid Google, Meta & YouTube retargeting

Active promotion with performance reporting, plus organic reach to 36.5K followers on @spacematchchicago.

06 · CONVERT

Broker preview, open house, follow-up

Every showing is chased for feedback within 24 hours and reported to you weekly, with a price-and-strategy review on the calendar from day one.

Most listings rent attention. Ours starts with an audience we already own.

FROM SIGNED TO SOLD

What the first 30 days look like.

Day 1

Strategy & paperwork

Listing agreement, disclosures, pricing strategy selected, prep punch-list walked room by room.

Day 2–7

Prep & production

Repairs and decluttering, Stagifi staging plan, photo/video/drone/3D shoot, floor plan, copywriting and property page built.

Day 5–9

Private pre-market

Coming-soon outreach to our 23,000+ buyer CRM and our team; early feedback tests the price before it is public.

Day 10

Public launch

MLS live Thursday, portals syndicated the same hour, paid campaigns switched on, Instagram Reel posted, showings open.

Day 11–14

Peak exposure

Broker preview and first open house; every showing chased for feedback within 24 hours; offer deadline set if activity warrants.

Day 15–21

Negotiate

Offers compared on net proceeds, contingencies and certainty to close — not just price. Weekly written report to you.

Day 21+

Review or manage to close

Under contract: inspection, appraisal and attorney review managed by our team. Not yet: the scheduled price-and-strategy review — no guessing.

WEEKLY, IN WRITING

Views, saves, showings, feedback and portal rank — every Monday.

EASY EXIT

If we are not delivering, you can cancel the listing — ask us for the terms in writing.

ONE POINT OF CONTACT

Your lead agent's cell, plus the team line (773) 985-7153, answered 7 days a week.

WHAT CLIENTS SAY

5.0 stars.
114 reviews.
Zero asterisks.

Every review below is published and verifiable — 114 five-star reviews across Google and Zillow. Search "SpaceMatch Chicago" and read them all.

114
FIVE-STAR REVIEWS

5.0★
GOOGLE & ZILLOW RATING

2020
FOUNDED IN CHICAGO

"Excellent work from Michael and his team. Having such a network of motivated and responsible people is a must in the real estate game. Two closings within the past year and many many more to come!"

ALEX D.

"Michael is one of the most knowledgeable REALTORS in the game! Will recommend it to all my friends and family. Thank you so much to you and your team Michael! Thank you for making our dreams a reality!"

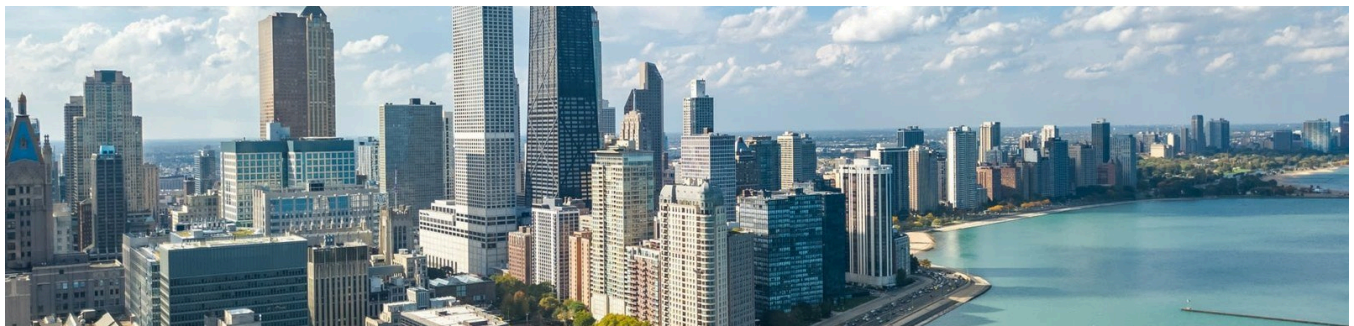
FELIPE C.

"Michael was an amazing agent to work with. Very knowledgeable of the market and spot on with his pricing. He is personable and accessible at any time. Very detail oriented and very proactive."

GANSEREE C.

ALSO REVIEWED BY

Jeri M. · Adrian Y. · Dawn B. — read them on Google and Zillow



NEXT STEPS

Let's pick the number together.

01 Choose a pricing strategy
Momentum, Market or Premium — using the comparables in this report.

02 Walk the prep list
We tell you exactly what to fix, what to leave and what Stagifi will handle digitally.

03 Set the launch date
Photo day and MLS-live day go on the calendar the day you sign.

04 Review the net sheet
Estimated proceeds under each price scenario, including all fees — no surprises at closing.



BOOK A 15-MINUTE CALL
teamspacematch.com/book-a-call

MICHAEL KANG

Founder of SpaceMatch Inc.
DePaul University graduate, 82+ renovation projects completed, co-founder of Stagifi. Illinois license 475.163662.

REACH THE TEAM

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SpaceMatch Inc. is a team of licensed Illinois real estate brokers. Comparable sales data in this report is sourced from the MLS and believed reliable but not guaranteed; this analysis is not an appraisal. Team statistics: RealTrends 2024 Chicago team ranking; 2024 closed volume ~\$116M; 5.0-star rating across 114 published Google and Zillow reviews.