



Talking to the BUYER

Average List/Average Sold:

Chart Element

1. Introduction

- ◆ **Element** (Scene 5):
- ◆ The green line shows the average list price over a 15-month period in a chosen area and price range. The red line shows the average sold price over a 15-month period in a chosen area and price range.
 - If too few homes are sold in any one-month or if a very expensive or very inexpensive home has been sold, these statistics can be skewed up or down. Hence, the trend line will fluctuate greatly.
 - If the average sold price is below the average listing price, and declining, the market is moving toward a buyer's market. If the average sold price trend is up or above the average listing price, the market is moving toward a sellers' market.