



Talking to the BUYER

Average List/Average Sold:

Chart Purpose

◆ **What does the Average List/Average Sold Report do:**

(Scene 29.1, 29.4):

- The red line (the average sold price) gives you a good indication on what the average buyer is willing to pay in a specific area or region.
- For a price range not wider than \$200,000, the gap in-between the green line and the red line gives you a good indication of how realistic the average sellers are in a specific area or region. (note we need to show 2 chart examples on the screen, one wide and one narrow)
- When no price range is selected, this chart shows you the diversification of property values for a given area.
- Agents can also use this chart to find a primary or secondary farm area: first select a price range not wider than \$200,000 in a specific area. For example, \$100,000 to \$300,000. Next, look for areas that have the smallest margin between the average list price and average sold price. In the areas with the smallest difference, sellers are more realistic about the market and will not require large price reductions to sell their homes. These are the best farm areas in both slow and hot markets.

Now, I'm going to show you how to use this chart in a hot or slow market.