



Talking to the BUYER

Average List/Average Sold:

Slow Market:

1. In our example we selected the \$200,000 to \$400,000 price range. As you can see the average sold price is flat to decreasing. The average list price is also flat to declining. You will notice that sellers are always slow to accept a declining market. Sellers who see the decline utilizing our charts have an advantage. If the seller must sell, they can drop their price before the competition. This chart also demonstrates that the decrease is spread out over time and not just one bad month. Be mindful that if your price range is too wide, the most expensive homes may skew the average list and average sold upwards. So keep your upper price range within \$200,000 of your target properties list price.
2. You can use this chart to educate the buyers about the general market trend of a specific area and price range.
3. In our example the average sold price has decreased 3% in the last 12 months. This decrease can come from several factors, like higher interest rates, decreases in jobs and depreciation.
4. Now let me share with you how you can speak to your buyer.

TALKING TO YOUR CLIENT SAMPLE DIALOG

5. Mr. & Mrs. Buyer, first I want to tell you that this is factual Multiple Listing Data for your area and your price range.
6. One of my **roles is to educate you** to current and past market conditions and to help you determine the best buying strategy for your individual situation.
7. Mr. & Mrs. Buyer, as you can see in this chart, the green line shows the average list price. In the last 15 months, the average list price has decreased from \$300,000 to \$280,000. The red line shows the average sold price. In the last 15 months, the average sold price has decreased by 3%, from \$280,000 to \$271,600. We should be looking for areas and price ranges with the smallest declines in average sold and list prices. These are the areas most likely to rebound quicker.”