



Talking to the BUYER

## Days on the Market:

### Chart Element

#### 1. Introduction

- ◆ **Element** (Scene 4): The blue line denotes the average percentage of the current listing price the Seller sold his home for. We call this “sold to list price percentage”. In other words, the average seller has only had to discount their listing price by 1% to attract a buyer. The listing price refers only to those homes that are closed, not average list price for homes still for sale. The light pink bars show how long the property has been on the market before it received an acceptable offer. We call this “days on market”. Days on market are based on homes that have closed already, not homes that are still pended. We do not count all previous listing periods because they did not result in a sale. Also we do not count the time in escrow.