



## Talking to the BUYER

### Days on the Market:

#### **Slow Market:**

1. Our example shows a slow market, in that the sold to list percentage is below 95% and the days on market is over 90 days.
2. You can use this chart to help your buyers set expectations as to how negotiable the price is and how quickly a home sells if priced right.
3. In general the lower priced homes sell much faster than the more expensive homes.
4. In this example you can see that homes take longer to sell in the winter months than in the summer months. Buyer can take advantage of this slow period to gain concession from the Seller.
5. Now let me share with you how you can speak to your buyer.

## TALKING TO YOUR CLIENT SAMPLE DIALOG

6. Mr. & Mrs. Buyer, first I want to tell you that this is factual Multiple Listing Data for your area and your price range.
7. 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.
8. Mr. & Mrs. Buyer, as you can see in this chart, the blue line is the average percent of the current listing price the seller sold his home for. We call this "Sold to list percentage." In the last 15 months, the average seller has had to discount his listing price by 8% to sell his home. The light pink bars shows how long the property has been on the market before it received an acceptable offer. We call this "days on market." In the last 15 months, the average days on the market were as high as 120 and as low as 90, depending on the time of the year. Obviously, the market is slow. This is your advantage. We know we have a bit more time to make up our minds and find the best home for our needs. However, there are still those areas or price ranges that are being least affected by the slow market. So, once we find a home priced right, we still need to act promptly.