



Talking to the BUYER

Price Per Square Foot

Chart Purpose

- ◆ **What does the Price Per Square Foot Report do:**
 - It helps establish the market price for an average home.
 - It helps Determine if there are any changes in property values for a specific area based on 15 months of information.
 - It measures appreciation or depreciation of homes in the market place

Now, I'm going to show you how to use this chart in both appreciating and depreciating market conditions, commonly referred to as up market and down market.