



Talking to the BUYER

Supply & Demand:

Neutral Market

1. This is a market that is not good or bad. In fact, when the inventory is between 3 and 6 months we call this a neutral market. Just look down at the months of inventory category below the graph and it will tell you when you are in a neutral market.”
2. This market never lasts too long. The market usually goes towards a Buyer’s or Seller’s market in a matter of months.
3. During a neutral market this graph is important for you – the agent, to demonstrate to your buyers that both the buyer and seller’s negotiating position are equal. However, you must also help your buyers monitor changes in the trends that may change the market.
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. And Mrs. Buyer, if you will glance at our Facts and Trends chart for your neighborhood and price range you can see that we have almost 5 months of inventory. We determine this by dividing the number of homes for sale, 480 and by the number of homes sold, 101. We call this a neutral market.”
8. What does this mean to you?
9. That you, the buyer, do not have a clear negotiating advantage over the Seller. However we need to monitor this to see if the listings continue to increase and the sales stay at the same level. Then, you will start to have the advantage because there are too many homes for sale.
10. Or. If listings start to decrease which they did last year, and sales hold steady, the advantage will turn towards the seller.
11. If we see either of these changes we can gain an advantage on the competition by adjusting our offer. I will keep you posted on the market changes with these monthly charts.