



Talking to the Seller

Average List / Average Sold

Slow Market

1. In our example we picked 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 can skew the average list and average sold upwards. Keep your upper price range within \$200,000 of your target properties list price.
2. You can use this chart to educate the sellers 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 15 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 seller.

TALKING TO YOUR CLIENT SAMPLE DIALOG

5. Mr. & Mrs. Seller, 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 help you determine how to compete for the few buyers willing to buy in this market. Together, with this information we can create more realistic selling strategy.
7. Mr. & Mrs. Seller, 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.
8. We can use this information to your advantage. Using your specific price range and area we can see what the average home is sold for. In order to get your home sold in this slow market, we need to monitor the market trend and drop your home price ahead of the competitions to garner a buyer sooner.