



Talking to the Seller

Days On Market

Hot Market

2. Illustration:

1. Our example shows a hot market is that the sold to list price percentage is 99% and the average days on market for the closed sales is 26 days.
2. You can use this chart to help your sellers set expectations as to how negotiable the price is and how quickly a home sells if priced right.
3. In general, lower priced homes sell much faster than 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. Sometimes buyers use this slow period to gain concession from the Seller.
5. Now let me share with you how you can speak to your seller.

TALKING TO YOUR CLIENT SAMPLE DIALOG

6. Mr. & Mrs. Seller, 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 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.
8. Mr. And Mrs. Seller I want to show this to you so we can set our expectations of selling your home in this market. 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 only had to discount their listing price by 1% to sell their 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 market were as high as 50 and as low as 25 depending on the time of the year. Obviously, homes are selling quickly. This is a hot market and is more favorable to you, the sellers.