



Talking to the Seller

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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 Buyers or Sellers market in a matter of months.
3. During a neutral market this graph is important for you – the agent, to demonstrate to your sellers that both the buyer and seller's negotiating position are equal. However, you must also help your sellers monitor changes in trends that may alter the market.
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. And Mrs. Seller, 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, by the number of homes sold, 101. We call this a neutral market.
8. What does this mean to you?
9. That you, the seller, do not have a clear negotiating advantage over the buyer. However, we need to monitor this to see if the listings continue to increase and the sales stay at the same level. Then, the buyers will start to have an advantage because there are too many homes for sale.
10. Conversely, if listings start to decrease, which they did last year, and sales hold steady, the advantage will turn towards you, the seller.
11. If we see either of these changes we can gain the advantage on the competition by adjusting our price. I will keep you posted on the market changes with these monthly charts.