Today's State of the Market Report

Buyers shop by comparison. Most buyers view homes within a given price range and in adjacent geographic locations. The following price range and areas were studied for this report:

$ _____,000 to $ _____,000.

Geographic areas buyers will compare: _____

_____

_____

This report also contains the following important market data that will have an impact on the current value of your property:

1. Homes that are now under contract are the most recent successes; these sellers have reached their goal. Our goal will be to receive an acceptable purchase agreement on your home within your time frame.

Total number of pending listings: _____

These homes have been on the market an average of _____days.

2. Homes that are on the market today in this price range are your true competition.

Total number of active listings: _____

These homes have been on the market an average of _____days.

3. Homes that have been on the market and never sold tell us a story.

Total number of market rejected homes: _____

These homes have been on the market an average of _____days.

4. Homes that have recently sold are historic indicators of perceived value. Appraisers will use this data when determining the loan value of your home.

There were _____ properties sold in the last _____ months. These homes were on the market for an average of _____ days. The average sale price of $_____ divided by the average list price of $_____ tells us that sellers are accepting, on average, _____% of list price.

5. Pending listings _____ + sold listings _____ = _____ total recent successes.

_____ recent successes divided by _____ months = _____ homes that sell per month.

_____ active listings divided by _____ homes that sell per month = _____ months of inventory in this price range and in the market areas studied.

6. What does this mean for your home?

☐ Increase marketing ☐ Price reduction

☐ No further action ☐ Other (e.g. staging, new photos, etc.)

ADDRESS: _____ CATEGORY: _____

CITY, STATE, ZIP: _____ DATE: _____