

TMO for Buyer's Script

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Mr. and Mrs. Buyer what I'd like to do now is share with you what is currently going on in our market. What you'll see here is a break down of our residential real estate market and you can see that we've broken the market down by price range.

Now you had indicated to me that you felt you were in the \$\$\$ to \$\$\$ range. Let's take a look at what's going on here. Currently there are XXX homes listed for sale (**Active Listings Column**). That's the good news, because what that means is those homes are potential candidates for you. Now the next column (**Pending Listings Column**) is what we call the "Pending" Column or the "Bad News" Column because what it indicates is those homes have received offers that have been accepted and are on their way to closing. So really out of those XXX homes, XXX are no longer available and if you look at that as a ratio (**Pending Ratio Column**) you can see right now we are at XX%. So what that means is 1 in X homes are selling right now.

Now Mr. and Mrs. Buyer the reason I share that with you is a lot of people say "Well MY NAME, you know what? I'd like to take the weekend to think about it." Understand that when we go out and look at homes you will become and absolute expert on the type of home your looking to buy and the price range your in and what that means is your not the only buyer out there. If we find something that is an incredible value and is a really great fit for your needs, you may not have the weekend to think about it. Just remember, if you sleep ON it tonight, someone else will be sleeping IN it tomorrow.

The next column (**Expired Listings Column**) indicates the number of homes that have expired in the last 6 months. So you can see here that XXX homes did not sell in this market. The next column (**Number of Closings Last Six Column**) is the number of homes that have actually closed in the last 6 months and what that means is these

homes have all closed and now have new owners. This number (**Number of Closings in Last Six**) reflects 6 months of sales activity. This number really represents the last XX (average length of escrow in your area) days because our average escrow in XXX is about XX days right now. If I were to multiply this number by XX (= 180 days divided by average length of escrow) you can see that it is going to be far greater (or less) than this number (**Number of Closings in Last 6 Months**) and what that indicates to me is that the market is actually picking up (or slowing down).

Now that average list price of the homes that sold in this price range is \$\$\$ (**Average List Price of Sold Homes Column**) the average sale price, however, of the homes that sold is \$\$\$ (**Average Sold Price Column**). Now as you can see the homes are selling on average for XX% (**List to Sales Ratio Column**) of List Price. Now the reason I share that with you is a lot of Buyers say to me “Well YOUR NAME, we want to get a deal.” My goal is to help you get that deal but that deal in this market won’t be 20% to 30% below list price. It will be XXX.

Now the last number I need to share with you is the average number of days on market (**Days on Market Column**) which you can see right now is XX days. What that really means is half the homes sell quicker than that and the other half take longer. So if we go into a home that has been on the market for XX days (average days) you’re likely to say “Well what’s wrong with this home?” Understand nothing necessarily is wrong with the home it’s just been on the market for the average length of time.