

TMO for Seller's Script

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Mr. and Mrs. Seller what I'd like to do now is share with you what is currently going on in our market. Based on our previous conversation you had indicated that you felt your home was worth somewhere between \$\$\$ & \$\$\$\$. So lets take a look at what's going on in the market in that price range. Right now you can see that we have XXX homes listed for sell. This is what I call the bad news column (**Active Listings Column**) because these homes represent competition for your property. The next column (**Pending Listings Column**) is what I call the good news column and it's the number of homes that are currently pending. What that means is these homes have received offers that have been accepted and they are on there way to close.

So right now in our market XX% (**Pending Ratio Column**) of the homes that are on the market are actually selling, so a little less than 1 in X, and of course my goal is to make sure that your home is that one. Now, in the last 6 months we've had XX homes expire (**Expired Listings Column**). What that means is basically the market rejected these homes and typically it's because of price or condition. However, in the last 6 months we've closed XX (**Closings Column**). What that means is these homes all have new owners and did sell. Now, the reason I share this number with you (**Number of Closed Listings**) is because this number really represents 6 months of activity. This number (**Number of Pendings**), however, 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. The reason I share this with you is a lot of people say “Well XXX, I agree with your Market Analysis and I think that’s where it’s going to sell, however, I’d like to price it 20 or 30 thousand dollars higher.” I need to share with you that there are really 2 challenges with that strategy. One is the people who can afford to buy your home are not looking 20 to 30 thousand dollars outside their price range and secondly the people who do see your home are looking at other homes that are worth 20 to 30 thousand dollars more. I would sooner see you price your home at market value and not negotiate then try to price it too high hoping that someone will write an offer.

Now the last number I need you to see here is what we call the average number of days on market and this number reflects the amount of time from when the property went on the market to the time when it received an acceptable offer, as you can see in this price range it is XX days **(Days on Market Column)** now you need to add our average escrow period to that which is XX, in order to see from the time it went on the market to the time the seller received their money and had moved on. So my next question to you is, “When do you need to move by?”