



Supply Side Trends

Supply Side Trends... show homes sold per quarter over the past year, across all price ranges. It is specific to the zip code in which the house is located. Use it as a tool to talk through a selling strategy with homeowners.



How to → Talk about Supply Side Trends:

1. Discuss when might be the most opportune time to list.
“Buyers are most active in the Spring and Summer. However, inventory tends to be a bit lower during winter. List with me & I’ll help you navigate the best time to put your house on the market.”
2. Determine what is an appropriate listing price.
“Your house has a bit of added value with the new addition. We should be able to sell for much higher than 500,000.”
3. Reassure the homeowner that any national market trends may not pertain to their specific market!

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