

How to Talk about Price Adjustments

Ever wonder how many buyers would be at your fingertips if your seller client would increase/decrease the price? Now you can SHOW your client using our “what-if” analysis!

1. From your dashboard, select “My Listings”

The screenshot shows the Buyside dashboard interface. The top navigation bar includes 'Dashboard', 'Marketing Suite', 'BMA', 'My Listings' (highlighted with a red box), 'My Buyers', 'Find', and 'Add'. The user profile 'Joe Broker' is visible in the top right corner.

My Buyers (3) [See All My Buyers](#) [Add Buyer](#)

Buyer	Matches	Emails	Purchase by
Tommy Buyer ID: 5635185 ★★★★★ Livermore, CA 94551 (Alameda County) (L2)	1 MLS 0 NonMLS		Jul 31, 2020
Ruby Richards ID: 5593999 ★★★★★ Woodinville, WA 98072 (King County)	1 MLS 0 NonMLS		Sep 02, 2020
Herb Imeson ID: 5594000 ★★★★★ Woodinville, WA 98072 (King County)	1 MLS 0 NonMLS		Oct 01, 2020

[See All My Buyers](#)

My Listings (3) [See All My Listings](#) [Add Listing](#)

Listing	Matches	Emails
1352 Kathy Ct Livermore, CA 94550 Listing ID: CSL-659162 Coming Soon Listing	11	0
Listing ID: CSL-384357 Coming Soon Listing	0	0
3649 Worthington Rd Collegeville, PA 19426 Listing ID: CSL-656957 Coming Soon Listing	1	1

[1 unread](#)

Notifications

- 2 New Messages
- 1 New Seller Lead

Valuations Last 30 days [Get More Leads](#)

- 2 Valuation Attempts [VIEW](#)
- 7 Leads [VIEW](#)
- 0 Monthly Reports

2. You will see the number of buyers matched with your listing. Select the address of a particular listing to get to the listing profile, which will give you a more comprehensive overview.

BuySide Dashboard Marketing Suite BMA My Listings My Buyers Find Add Joe Broker

My Listings | My Active Listings

City or zip Search by zip, town or c Studio 0+ Baths From min price To max price Select Property Type Search

My Active Listings 3 My Pending Listings My Archived Listings 1

List Map Add Listing

Name or ID#	Buyers	Emails	Views	Property Type	Bed/Bath	List Price	Actions	Seller Report
 1352 Kathy Ct Livermore, CA 94550 Listing ID: CSL-659162 Coming Soon Listing	11	0	0	Single Family Detached	4 Beds/3 Baths	\$899,000		
 Listing ID: CSL-384357 Coming Soon Listing	0	0	0	Land	0 Beds/0 Baths	\$100,000,000		
 3649 Worthington Rd Collegeville, PA 19426 Listing ID: CSL-656857 Coming Soon Listing	1	1 unread	7	Single Family Detached	2 Beds/2 Baths	\$345,000		

3. From the listing profile, you will see a graph of matching buyers by target purchase price. Under the list price, select **“What if I increased/decreased this?”**.

BuySide Dashboard Marketing Suite BMA My Listings My Buyers Find Add Joe Broker

My Listings | Listing Profile - Listing ID: CSL-659162

Edit Listing Expire Listing Now

View & Share Public Detail Page View Public Page

Coming Soon Listing

Address: 1352 Kathy Ct Livermore, CA 94550
 Status: Coming Soon Listing
 Bedrooms: 4 Beds
 Bathrooms: 3 Bathrooms
 Property Type: Single Family Detached
 School District: Livermore Valley Joint Unified School District
 Showing Date: Jul 27, 2020
 Viewed: 0
 Listing Date: Jul 31, 2020
 Expiration Date: Oct 21, 2020
 List Price: \$899,000
[What if I increased/decreased this?](#)

Matching Buyers 11 Messages 0

Matching Buyers by Target Purchase Price

Target Purchase Price	Number of Buyers
\$809,100	11
\$854,050	11
\$899,000	11
\$943,950	11
\$988,900	7

View & Share Public Detail Page View Public Page

No Buyers available to contact

This includes buyers who have shown interest on similar listings. Such as inquiries, open house, showing appointments and buyers with a saved search.

Send Email

Buyer	Match	Source	Desired Criteria	Description	Communication with Buyer's Agent
 Buyer ID: 5573719 ★★★★☆	100%	Added directly to Buyside	Buyer is looking in Livermore, CA 94550 (Alameda County) for a 4+ Beds, 3+ bath around \$950,000		Never Contacted
 Buyer ID: 5573723 ★★★★☆	100%	Added directly to Buyside	Buyer is looking in Livermore, CA 94550 (Alameda County) for a 4+ Beds, 3+ bath		Never Contacted

4. You can decrease or increase your list price and both the graph and list of matching buyers will update. You can see if the number of buyers has decreased, increased, or stayed the same for the new list price.

[Dashboard](#)
[Marketing Suite](#)
[BMA](#)
[My Listings](#)
[My Buyers](#)
[Find](#)
[Add](#)
Joe Broker 

[My Listings](#) | Listing Profile - Listing ID: CSL-659162

[Edit Listing](#)
[Expire Listing Now](#)

Coming Soon Listing



Address 1352 Kathy Ct Livermore, CA 94550
Status Coming Soon Listing
Bedrooms 4 Beds
Bathrooms 3 Bathrooms
Property Type Single Family Detached
School District Livermore Valley Joint Unified School District
Showing Date Jul 27, 2020
Viewed 0
Listing Date Jul 31, 2020
Expiration Date Oct 21, 2020
List Price \$899,000
[What if I increased/decreased this?](#)

What if I the list price by

Matching Buyers 11
Messages 0

Matching Buyers by Target Purchase Price



Target Purchase Price	Agent Verified Buyers	Non-Verified Buyers
\$786,600	5	11
\$830,300	11	11
\$874,000	11	11
\$917,700	11	11
\$961,400	7	11

[View & Share Public Detail Page](#)
[View Public Page](#)

No Buyers available to contact

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5. Take this information back to your sellers and share your data-backed insight into the pricing approach!