

Statistics YOU MUST KNOW

Date

	2005	2006	% (+ / -)
Total Active Residential Listings			
Average Residential List Price			
Average Residential Market Time			
Residential Homes Sold (6 Months)			
Average Number Of Sales Per Month			
How Many Months Inventory			
Average Sales Price			
% Sale To List Price			

- From __ / __ / __ to __ / __ / __ there have been __ homes sold in _____ (City).
- From __ / __ / __ to __ / __ / __ there have been __ homes sold in _____ (City) with a list price of \$ _____ to \$ _____
- __ % of the buyers in the market from / / are looking in your price range.

Our direct competition is:

- Currently there are __, __+ bedroom homes in Plano from \$ _____ - \$ _____; __ of these have a pools.
- There are __, __+ bedroom homes in the builder's inventory that are between \$ _____ and \$ _____.

Where Do You Want To Be Priced?

INVENTORY VS. DEMAND

Total active residential listings _____

Total sold year to date _____

#sold divided by _____ YTD months = _____

_____ average sales per month YTD _____

_____ listings divided by _____ avg. sales = _____

_____ months worth of inventory right now _____

If no more homes come on the market, from today on,
there are enough homes for sale to last _____ months.