

Client: \_\_\_\_\_  
 Coach: \_\_\_\_\_



Fax To: 541-383-8832

# Real Estate Market Trends

## Quarterly Report

\_\_\_\_\_ Through \_\_\_\_\_  
 (Date) (Date)

Price Range	Current # Of Listings	Avg # of Sales Per Mo.	Selling Price % of List Price	Avg Days on Market	Remaining # Months Inventory
\$ Entry					
\$ Low Middle					
\$ Middle					
\$ Upper Middle					
\$ Upper					

## Previous Quarter's Statistics

\_\_\_\_\_ Through \_\_\_\_\_  
 (Date) (Date)

Price Range	Current # Of Listings	Avg # of Sales Per Mo.	Selling Price % of List Price	Avg Days on Market	Remaining # Months Inventory
\$ Entry					
\$ Low Middle					
\$ Middle					
\$ Upper Middle					
\$ Upper					

## Same Quarter Last Year Statistics

\_\_\_\_\_ Through \_\_\_\_\_  
 (Date) (Date)

Price Range	Current # Of Listings	Avg # of Sales Per Mo.	Selling Price % of List Price	Avg Days on Market	Remaining # Months Inventory
\$ Entry					
\$ Low Middle					
\$ Middle					
\$ Upper Middle					
\$ Upper					

Client: \_\_\_\_\_  
 Coach: \_\_\_\_\_



Fax To: 541-383-8832

# Real Estate Market Trends

## Monthly Report

Month: \_\_\_\_\_

Price Range	Current # Of Listings	Avg # of Sales Per Mo.	Selling Price % of List Price	Avg Days on Market	Remaining # Months Inventory
\$ Entry					
\$ Low Middle					
\$ Middle					
\$ Upper Middle					
\$ Upper					

## Monthly Report

Month: \_\_\_\_\_

Price Range	Current # Of Listings	Avg # of Sales Per Mo.	Selling Price % of List Price	Avg Days on Market	Remaining # Months Inventory
\$ Entry					
\$ Low Middle					
\$ Middle					
\$ Upper Middle					
\$ Upper					

## Monthly Report

Month: \_\_\_\_\_

Price Range	Current # Of Listings	Avg # of Sales Per Mo.	Selling Price % of List Price	Avg Days on Market	Remaining # Months Inventory
\$ Entry					
\$ Low Middle					
\$ Middle					
\$ Upper Middle					
\$ Upper					

## **INSTRUCTIONS FOR COMPLETING THE MARKET TRENDS REPORT**

The Market Trends Report is exactly what its name implies; it's an "at a glance" report of current Residential Real Estate Market Trends in your particular marketplace. There is a Monthly

Report and a Quarterly Report, and the only difference between these two reports is, quite simply,

the amount of time the report reflects (i.e. either monthly or quarterly). Other than the timeline,

both reports are identical.

Before discussing the steps to completing a Market Trends Report, it is important to understand

what important information the report conveys to us and to our clients, and how it's used. Once an

Agent has an understanding of the importance and practical applications of such a report, it will

become an indispensable tool in the Agents "toolbox."

### **Once completed, a Market Trend Report will supply the following (important information):**

It will tell us where the most robust (busiest) price segments of the market are – i.e. it will tell us at what price point most sales are occurring

It will tell the slowest price segments of the market – i.e. it will tell us at what price point sales are slow or stalling.

The report conveys the total number of Active Listings at each of the various price points, as well as the actual sales that occur each month in each pricing segment.

You'll notice that the average listing price to actual sale price is a part of the report.

Next, the days on market is displayed for each price segment.

Lastly, the remaining months of inventory at each price point is reported.

### **The Big Three:**

The most critical information that a Market Trend Report will convey is what we call "The Big

Three." The Big Three are the 3 most vital statistics for any market place in any price range. The

Big Three Statistics are as follows:

1. Average number of listings taken vs. Average number of sales in a given time period.
2. Average Days on Market for properties that do sell.
3. Average List price to Average Sale Price.

Using the Big Three when communicating with our Buyers and Sellers about the current state of

our Marketplace, ultimately takes our opinion out of the proverbial equation; we are now sharing

facts and not our opinions. For example, when asked about market conditions, saying something

like, *The market is fairly slow right now (or fairly busy right now)*, is not fact based; it is opinion based. But

when asked about market conditions, using The Big Three, we can say something like, *If we take a*

*look at the statistics, we find that in first quarter of the current year, about half the listings that came on the market*

*sold, 51% to be exact. Those homes that did sell were on the market for about 58 days, and sold for 96.5% of*

*asking price.* This is how we separate actual fact from our personal opinion. Again, The Market

Trends Reports will provide this information for each of the price points listed on the report.

Lastly, The Market Trends Reports will give us two other vital pieces of information. First it will tell

us how we (and/or our offices) are performing in relation to the marketplace at large. Secondly,

these reports will give us a snapshot of how the marketplace has performed in the recent past,

which is often a good predictor of future market performance. If you have any questions about

these reports, just ask your coach; he or she is very familiar with how to use them, and would be

happy to assist you. If you don't have a coach, you may want to set up a complimentary coaching

session; just call our office at (541) 383-8833.

### **Completing The Report:**

Mostly all of the information for completing The Market Trends Report should be readily available

from you local MLS Service. In fact, many MLS Services now allow you to create a report that is

substantially similar to the blank reports that we have provided for you.

You'll notice that the reports are broken down by price range, beginning with "entry" (which is the

lowest end price range, and end with "upper," which is obviously the highest end price range. **It**

**is important to understand that each price range category will be determined by you for your**

**particular Marketplace.** Since price ranges fluctuate widely from marketplace to marketplace, it is

virtually impossible to give any guidelines here; what is considered to be a "low to middle" price

range in some markets, might be considered "upper" in others. Simply use your best judgment to

determine each price range, and enlist the help of your broker or manager to help you, if need be.

Once you have determined the various price range categories for your particular Marketplace, the

next step is to fill in each of the horizontal column headings, most of which are self explanatory:

- **Current Number of Listings** is the number of "new" listing that have come on the market for that particular time frame (i.e. monthly or quarterly).

- **Average Number of Sales** are the actual “Solds” that occurred in the particular time period.
- **Selling Price as a % of List Price** is the ratio between actual average sale price (of the properties that did sell), versus the average asking price. This stat is one of our “Big Three” Stats mentioned earlier.
- **Average Days on Market** is exactly what the heading implies. For the properties that did sell during a given time period, how many days, on average, did it take to produce an offer from the date the property was listed? This stat is also one of our “Big Three” Stats.
- **Remaining # of Months of Inventory** is also called “Inventory Accumulation.” This stat tells us how long it would take to “sell off” all remaining inventory in a given price range, assuming no other listings were to come on the market. If there are 5 months of remaining inventory, for example, it means that it would literally take 5 months to “sell off” the existing inventory at that particular price point, again, assuming no new listings at that price point came on the market before the “sell off” was complete. This stat can be very important in convincing Sellers to price their properties competitively.

Knowing how to complete and use The Market Trends Report is an important skill that every Agent

should develop. It will not only separate you from your competition, it will make you much more

effective when working with Buyers and Sellers. And “being effective” is another way of saying

making more and faster commission dollars.

Again, if you need assistance filling out and interpreting the report, dialog with your coach.