

Listing Reviewed By _____ **Date** _____

Address _____

Owner _____ **Phone #'s** _____

Current Price _____ **Number of Bedrooms** _____

Square Footage _____ **Condition** (Poor – Fair- Good – Excellent)

Decorating (Poor – Fair- Good – Excellent)

Showing Feedback (explain or see attached report)

Reality Check

Fact - It's better to sell now then wait

Fact - But your home needs to sell to win the game!

The "Would You Buy Your Own Home" Challenge

Once you see your competition you might be surprised

Reality: you either acknowledge it or it will immediately work against you. You may compete with a record number of homes in your price range while only a handful will sell in the period you would like to see your home SOLD in

How many properties compete with you?

Total listings in MLS

Number currently under contract

Number of months supply based on current levels and no MORE new homes coming on the market

Calculation

Supply divided by the number of homes under contract equals the number of months of inventory in the current market

So let's do the math

- # of MLS listings _____
- # under contract _____
- # of listings in your town _____
- # under contract in your town _____

Next . . . So let's do the math for your town

- Your price range _____
- Your # of bedrooms _____
- # of cars (garage) _____
- Basement (Y/N) _____
- # that sold _____
- Total Inventory _____
- Day's Supply _____

Who sold in the past number of days and why?

- 1. _____ Why _____
- 2. _____ Why _____
- 3. _____ Why _____
- 4. _____ Why _____
- 5. _____ Why _____

Summary _____

Your competition

Who is bigger? (square footage) _____

Who is newer than us? _____

Who has a better location? _____

Who is in better condition ? _____

Let's look at the stats for the price range 25K to 50K below us...

Who is bigger? (square footage) _____

Who is newer? _____

Who has a better location? _____

Who is in better condition? _____

Set an appointment to see your competition.

REMEMBER: If we are not in the top ____ (see number that sold in last 30 days) we will not sell in the next 30 to 60 days.

How did we do in today's tour of our REAL competition?

Recommended Action: Circle those that apply

**Price Reduction – Staging – Repairs – Bonus – Mortgage Consultation
Net Sheet – Consider Trade – Order Short Sale**

- Listings viewed with notes (yes – no)
- Realtor feedback report attached (yes – no)
- Signed Price Reduction (yes – no) Amount \$ _____
- Recommended for Staging (yes – no)
- Stager called (yes – no)
 - Name _____
 - appointment set (yes – no)
 - date _____ Time _____
- Recommended repairs (yes – no)
 - Name _____
 - appointment set (yes – no)
 - date _____ Time _____
- Recommended Realtor Commission Bonus (yes – no)
- Amount of commission increase _____
- Change form signed by seller (yes – no)
- Change cc in MLS completed (yes – no)
- Lender to provide net sheet (yes – no)
- Lender to pre-qualify (yes – no)
- Will assist seller with new home purchase (yes – no)

Agent's Initials _____ Date _____ Enclosed Report
 Listings shown – Realtor Feedback – Price Reduction Form - Mileage