

A SELLER'S MARKET DOESN'T MEAN IT'S OK TO OVERPRICE

RIGHT NOW IN NORTH PORT:

26% of Single Family Homes Listed for Sale are sitting on the market unsold way beyond the normal time frame, or have expired within the last 180 days!


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| <p>New Listings Entering Market Each Month (Like Your Home):</p> <div style="text-align: center; margin-top: 20px;">  </div> | <p>Active Listings on the Market (Like Your Home):</p> <div style="text-align: center; margin-top: 20px;">  </div> | <p>Bought each Month (on Average):</p> <div style="text-align: center; margin-top: 20px;">  <p>(Number of Buyers Per Month On Average)</p> </div> |
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|-------------------------|-------------------------------|--------------------------|
| TYPICAL OUTCOME: | FIRST 30 -TO- 60 DAYS: | 60 -TO- 120 DAYS: |
|-------------------------|-------------------------------|--------------------------|

Homes Priced Correctly ➡ Shown, Offers, Negotiate, Contract, SOLD: 

IF YOUR HOUSE IS NOT ONE OF THE TOP VALUES IN THE MARKET, YOU RISK FALLING INTO ONE OF THE STALE CATEGORIES:

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| <p>Priced at the top: (But without having the condition to warrant the selling price)</p> | <p>Shown – No offers</p> <p style="color: red;">These homes are the ones that go through several price adjustments until they are finally priced correctly. They might sell, but not until they are priced right.</p> <div style="text-align: center; margin: 10px 0;"> ACTIVE  </div> <p>If finishes are a step-up from what is common for similar homes, or a unique feature exists that is not found in similar homes, a higher price might be warranted.</p> |
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| <p>Overpriced Homes:</p> | <p>Not going to be shown – Seller may have their own idea of value that is not in-line with the Market as a whole. Short of the luck factor, these homes will not sell.</p> <div style="text-align: center; margin: 10px 0;"> ACTIVE  </div> |
|---------------------------------|---|

CALL SCOTT TODAY TO DISCUSS THE POTENTIAL SALE OF YOUR PROPERTY. WE'LL SHOW YOU THE RIGHT DATA TO HELP YOU SET YOUR CORRECT PRICE
PHONE: 941-882-5494 EXT 701
HUNT REALTY GROUP – Al Carapella - Broker
Scott Polisar – Seller Representation - Realtor

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ABSORPTION RATE PRICING

Your Secret Weapon when it's time to Sell & Move

IT'S THE MISSING LINK TO PRICING YOUR HOME CORRECTLY

The absorption rate shows you the big picture. You'll avoid the "let's set the price at X and see what happens" approach to listing your home.

Right Now In North Port:

26% of single family homes listed for sale are sitting on the market unsold way beyond the normal time to sell or have expired within the last 180 days!

We're in the hottest market in years, yet a lot of homes don't sell.

When you know the Absorption Rate in your area, you'll know exactly how to price your home and how long it will take to sell.

Assuming great marketing along with price, you can sell ahead of others with understanding:

- ✓ **HOW MANY HOMES LIKE YOURS ARE SELLING EACH MONTH?**
- ✓ **HOW MANY HOMES LIKE YOURS ARE ON THE MARKET RIGHT NOW?**
- ✓ **DIVIDE ACTIVE LISTINGS BY THE AVERAGE SOLD EACH MONTH - THE RESULT IS YOUR ABSORPTION RATE**
- ✓ If the Absorption Rate is 4 ½ months, the odds of you selling your house in the month that you list it for sale are only 21%. That's why understanding your areas Absorption Rate is important for your pricing decisions.

ABSORPTION RATE AND THE BIG PICTURE – DOES IT MATTER?

Ask the seller whose property has been on the market for 5 months with no offers. It's likely they don't understand how they fit in the market. Yes it matters!

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Using your areas Absorption Rate to set price

BE A KNOWLEDGEABLE SELLER! KNOW YOUR HOME'S ABSORPTION RATE

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USING YOUR AREAS ABSORPTION RATE TO SET PRICE

We happen to be in an exceptional market right now.

*SOME HOUSES SEEM TO FLY OFF THE MARKET,
BUT IN REALTY MOST DON'T.*

Even so, 26% of single family homes listed for sale are sitting on the market unsold way beyond the normal time to sell or have expired within the last 180 days!

Most people rely on a CMA (comparative market analysis) *The problem with only using a CMA is that you'll statistically get price wrong 24-to-48% of the time. It's like having blurry vision instead of 20/20.*

What's missing is the big picture. **The Absorption Rate shows you the big picture and takes the guesswork out of pricing your home.**

This is the fun part of pinning down your price. It's not just that the house down the block sold for X, it's understanding the activity in your area and how your price fits in.

If there are 124 homes for sale like yours, and there are only 27 buyers a month on average, it would take 4 ½ months (the Absorption Rate) to sell all listed homes. Even worse, **the odds are in fact, 79% against selling in 30 days.** This doesn't account for the new homes that are entering the market.

If you're around a 2-month supply of homes (enough buyers per month to purchase all currently available homes), then you will see more buyers willing to pay a higher price. This is the point that homes increase the most. If the Absorption Rate is around 4 ½ months, you're technically in a seller's market, but it is still highly competitive. In the 4 ½ month Absorption Rate range, you need to offer more value in either finishes, additional feature(s), or price.

Now that you know the activity and odds of selling, *you'll need the full list of Sold & Active homes (likes yours)* to get a good look at the price range for your house. Then it's simple. You decide if you want to accelerate the sale of your home by entering the market at a lower price point than the condition of your home warrants, or go for the high price depending on buyer activity. If you're in a 2 month supply, lean toward the high end of your price range.

If you want to know the Absorption Rate for your property, call Scott to discuss your home.

Scott: 941-882-5494 Ext 701

BE A KNOWLEDGEABLE SELLER! KNOW YOUR HOME'S ABSORPTION RATE