

Where is Everyone? Seller Communication - Supply & Demand

Subject: Where is everyone?

“My house is for sale but I am getting no offers or lower offers than I expected, WHAT IS HAPPENING”

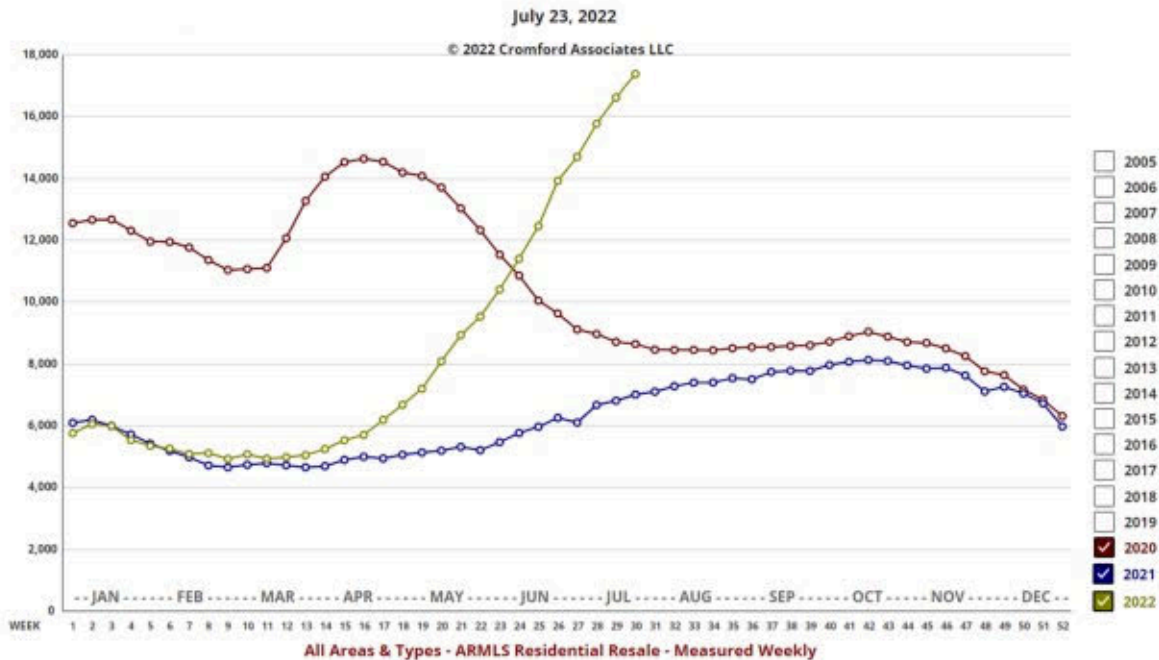
Hi _____,

As your real estate professional, it's my job to give you the information you need about what's directly impacting your home sale. Because the market is changing rapidly, I'll be now sending a brief synopsis of anything of particular interest on a weekly basis until your home is sold. You can always call me with questions.

Today I want to share housing inventory information. The graph below shows a very important shift that boils down to supply versus demand - as you know low supply as it compares to demand will make homes sell for more.

As you can see the supply of available homes for sale has now SURPASSED what it has been in the last two years - very soon as this trend continues we will see a buyer's market in Maricopa County for most price ranges. Buyers shopping now have multiple homes to choose from instead of just one.

ACTIVE LISTINGS EXCLUDING UCB & CCBS



What does this mean for home sales:

- Sales prices are *starting* to drop - from March you can see the decline starting and how it's quickly moving down
- Homes are staying on market longer
- Bidding wars are becoming infrequent

What should you do:

Strategy is key here and that's what my job is. The buyers looking in your neighborhood need to choose yours over your competition. I am monitoring your property's demand data daily and will be reporting to you any adjustments we need to make in order to get you sold at the right price before the severity of this shift eats away at your value any more than it already has.

I am excited to lead the charge in this with you, a shifting market isn't to be feared - just requires a different strategy for success.

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