

Exercise for Market Research

Please use your MLS Statistics Information to uncover these items on the worksheet and be prepared to discuss with a partner or with class:

Market and Area Expert for _____ List the area/Zipcode/Neighborhood or City)

Which product is most common in this area? SingleFamily/Condo/Land/Commercial _____

What is the Median Sales Price _____

Months of Supply? _____ Inventory? _____ Absorption Rate? _____

Are sales...Up / Down / Flat _____ Are prices Up / Down / Stable _____

Were there seller contributions... yes/no / Amount _____

Average Original Listing Price Compared to the Sales Price Ratio _____

Timeframe? _____ Average Days on Market _____

New listings by week / by month / and by which brokerage firm _____

Price Trends _____ Type of Competition _____

Describe the neighborhood area, local resources or amenities, environmental and growth opportunities _____

Anything else you noticed about this area that would be important to share with the client _____

