

★ **WHAT DO YOU KNOW ABOUT THE CLIENTS YOU SERVE?** ★

★ **2018** ★

What sellers want most from you

- 1 Help price the home competitively **23%**
- 2 Help seller market home to potential buyers **23%**
- 3 Help sell the home within specific timeframe **20%**
- 4 Help seller find ways to fix up home to sell it for more **16%**
- 5 Help find a buyer for the home **8%**

92%
of sellers worked with an agent

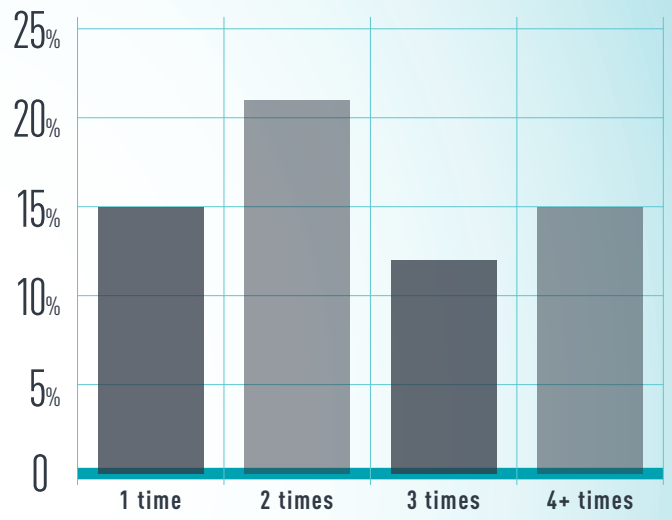


61%

of sellers found their agent through a referral or had worked with the agent before



75%
of sellers contacted only one agent



How many times a seller recommended agent after selling

10 years

Median tenure Texas sellers stayed in their home before selling



6 years

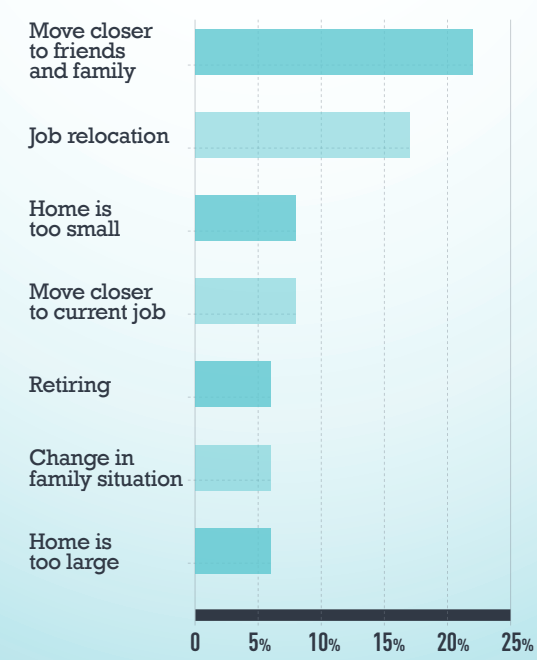
Median tenure in 2008

91%



of sellers were very or somewhat satisfied with the process

Why sellers move



\$70,000



Median amount over their purchase price Texas sellers cited selling for

11%

of homes sold for more than the asking price



40%

of sellers offered incentives



26%

of clients brought up negotiating the commission



56

median seller age

