

# Create Engaging Market Updates!



Where to  
find the data?

MLS, State Associations, NAR, RealTrends, Inman, Swansporal Reports, Tom Ferry, franchise information (if available), and the best place.....find 5 “Agent/Broker Friends” around the country that you can collaborate with on a regular basis.

What Data to  
share?

Pick 5 and stick with them (3 local stats, 1 market consideration, and one National stat):

LIST TO SALE PRICE RATIO (LOCAL)	TOTAL NUMBER OF HOMES SOLD (LOCAL OR NATIONAL)
TIME FROM LIST TO CONTRACT (LOCAL OR NATIONAL)	NEW LISTINGS TAKEN (LOCAL OR NATIONAL)
TIME FROM LIST TO CLOSE (LOCAL OR NATIONAL)	INCREASE OR DECREASE IN AFFORDABILITY INDEX (LOCAL OR NATIONAL)
AVG SALES PRICE (LOCAL OR NATIONAL)	TOTAL NUMBER OF HOMES LISTED (LOCAL OR NATIONAL)
ECONOMIC INDICATORS (LOCAL, NATIONAL, OR MARKET CONSIDERTION)	GENERAL DIFFICULTIES- FLOOR INSURANCE/ APPRAISAL, ECT. (MARKET CONSIDERATION)
INCREASE/DECREASE IN AVG SALES PRICE (LOCAL OR NATIONAL)	OR OTHER STATS THAT YOU FEEL IMPACT YOUR MARKET

How you  
can make it  
engaging ?

Try to put your personality on display. If you are outdoorsy - then do them at local parks sometimes. If you like dogs than have your dog with you some times or do it at SPCA. If you are artistic then do it at an art gallery every now and again. As for questions and comments, ask them to share, ask them what they are seeing. Do contests with them “the first person to send me a photo of one of my yard signs gets a \$10 coffeshop gift card”. Ask them to let you know what they think and what would be more helpful. The key here is to be you and connect with them in a way that gives them recognition for being engaged and puts you in the position as an authority or an expert. Just remember that the best way to get people to engage is for you to have fun and they will want to have fun with you.