

Pricing Graph Instructions

1. Gather Data
 - a. Run Actives, Solds and Expireds.
 - b. Use the guidelines the appraisers use in your area. (Exp. One Mile Area, six or three months of solds and expireds)
 - c. Only restrict the MLS run with a wide price and property type. (single family detached or attached)
 - d. Use an output format that has three or four per page with a description and photo.
2. Review Data
 - a. Check the three stacks (active, sold and expired) to make sure you could pick out enough comps. If not then expand the search or check with an appraiser to see what they would do in that situation.
 - b. When you know that you have comps in the stacks you are ready to do Interactive Pricing with the seller.
3. Using the Pricing Graph
(Follow on the Pricing Graph Example on your Data CD)
 - a. Set the price range on the left side of the form with the price range you used to search for comps.
 - b. Take the comps the Seller picked and list the address and price on the bottom of the form under the proper heading.
 - c. Now place an X in the graph above the number of that comp making sure it fits with the price range on the left side of the form.
 - d. Repeat this for each of the comps in the Solds, For Sales and Expireds.
 - e. This will create a visual for the seller.
 - f. Last use a different color pen to plot the list price on the graph.
 - g. First write the list price on the left side of the graph showing where it falls in the price range.
 - h. Then place a check representing the list price in each category showing a visual of where the list price compares.
4. Make an informed decision
 - a. This will give both you and the seller credible information on the market.
 - b. Make a good business decision on weather to take the listing at the offered price.