

# Absorption Rate Positioning

**Seller:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Property Description:** \_\_\_\_\_

**Profile Buyer for this property:** \_\_\_\_\_

**Step #1:** Define the “**Playing Field**” through “**Buyer’s Eyes**”

–Area, neighborhood, zip code, price range, lakefront, schools, etc.

**Step #2:** Sold properties in the past 12 months: \_\_\_\_\_

**Step #3:** Sales rate (absorption rate) per month: \_\_\_\_\_

**Step #4:** New listings in the past 12 months: \_\_\_\_\_

**Step #5:** New listings rate (accumulation rate) per month: \_\_\_\_\_

**Step #6:** Number of properties currently for sale: \_\_\_\_\_ (**+ your house!**) = \_\_\_\_\_

**Step #7:** At current sales rate, time required to sell all of current properties: \_\_\_\_\_ months

**Step #8:** Odds of Selling within 30 Days through “**Buyer’s Eyes**”:

\_\_\_\_\_ (Monthly sales rate #3) ÷ \_\_\_\_\_ (properties for sale # 6) = \_\_\_\_\_ % Odds of Selling this month

**Step #9:** Positioning your property vs. the competition through “**Buyer’s Eyes**”:

1. Condition: \_\_\_\_\_ Rating: \_\_\_\_\_

2. Location: \_\_\_\_\_ Rating: \_\_\_\_\_

3. Size (lot and house): \_\_\_\_\_ Rating: \_\_\_\_\_

4. Features/Amenities: \_\_\_\_\_ Rating: \_\_\_\_\_

5. Price: \_\_\_\_\_ Rating: \_\_\_\_\_

**Step #10: Market Positioning through “Buyer’s Eyes”**

100% Odds of Selling within 30 Days = Position your house in the Top \_\_\_\_\_

50% Odds of Selling within 30 Days = Position your house in the Top \_\_\_\_\_

33% Odds of Selling within 30 Days = Position your house in the Top \_\_\_\_\_

(Note: Adjust for seasonality in buying patterns.)