

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

★ **2019** ★

What sellers want most from you

- 1 Help seller market home to potential buyers **22%**
- 2 Help sell the home within specific timeframe **20%**
- 3 Help price the home competitively **19%**
- 3 Help seller find ways to fix up home to sell it for more **19%**
- 5 Help find a buyer for the home **7%**

89%
of sellers worked with an agent

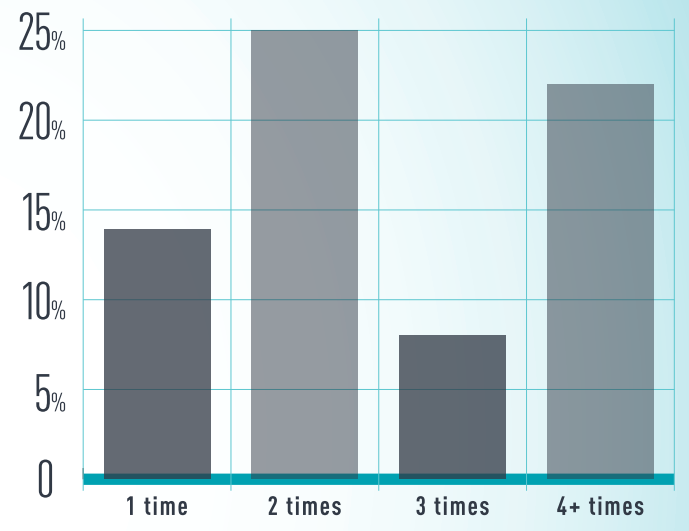


68%

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

12 years

Median tenure Texas sellers stayed in their home before selling



7 years

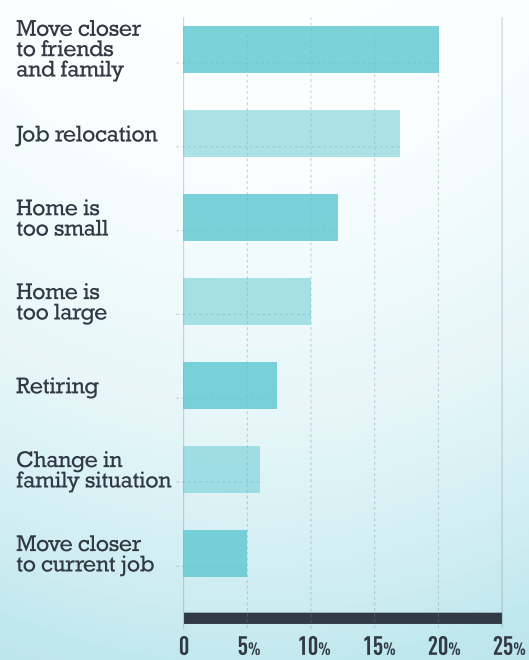
Median tenure in 2009

95%



of sellers were very or somewhat satisfied with the process

Why sellers move



\$64,050



Median amount over their purchase price Texas sellers cited selling for

9%

of homes sold for more than the asking price



38%

of sellers offered incentives



25%

of clients brought up negotiating the commission



58

median seller age

