

Seller's Markets and Buyer's Markets

Point your sphere of influence to where the opportunities are now



What if you knew exactly where sellers are getting the **best deals** at any given moment? Or if any price ranges across your city happen to be particularly strong now in **favor of buyers**?

How might you use this information?

Is there anyone in your network who might want to know? Could it **drive urgency** with any of your clients on the fence?

Could you incorporate these **insights into your marketing**?

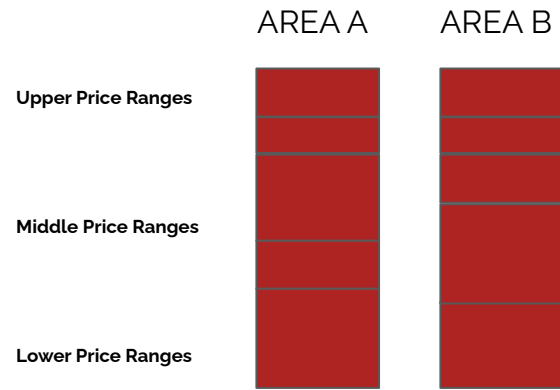
Why?

Your ongoing knowledge of buyer & seller markets helps prospects see you as a strategic partner and reinforces the value you deliver beyond the transaction itself.

The truth is, for most consumers, "the market" is either up or down. As a real estate professional, however, you know it's not that simple. The good news is, by sharing your expertise in the different parts of your market, that you can not only help **improve your clients' experience** but also showcase your value and **attract more business**.

Your View of the Market with the Data

A Consumer's View of the Market via the News



Favors Sellers

Favors Buyers

So, the question is: how might one access this information? Luckily, all this data is available in real-time with only a few clicks in the [SCWMLS DataPortal Menu](#) with a collection of tools called **ComparisonReports**.

Before we start, let's quickly review the **2 types of data** we will use to find the hotspots in each market:

Buyer Demand (DOM & % Over Asking)

☐ **Tells client:** if the current real estate market may be favoring buyers or sellers now

Pricing (Median Sale or \$/sqft)

☐ **Tells client:** how any changes in the market may affect their bottomline \$

Low DOM High % Over Asking	High DOM Low % Over Asking
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Signals easier sale for seller. Possible tough market for buyers.

Signals less competitive experience for buyers. Seller's may need patience and potentially price drops.

\$ Rising	\$ Dropping
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Signals optimism for sellers- urgency for buyers before prices rise more.

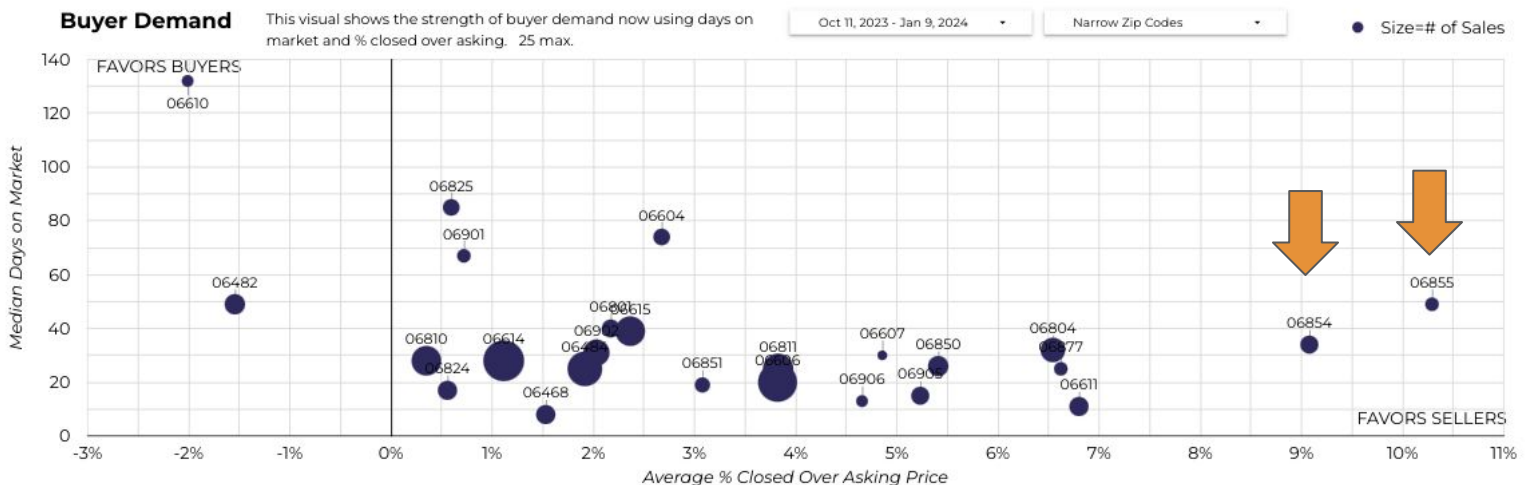
Signals optimism for buyers to enter the market- urgency for sellers before prices drop more.

Ok, let's look at a few examples of where we might find this data:

#1 The Scatter Snapshot

Find it here > [ComparisonReports](#)
"Zip Codes"

This tool is the easiest way to **identify which areas** (zip codes, in this case) stand out as **favoring either sellers or buyers** in the given recent time period. Remember, you can filter for any specific type of property (i.e. 3 beds, \$300k-\$400K, condos) to see how the market for that type compares in each geographic area across the wider market.



#2 The Ranking Snapshot

Find it here > [ComparisonReports](#)
"Zip Code Table"

The table view of the data allows us to quickly rank all the cities or zip codes across our market for a certain property type to determine **where that segment of the market is hottest** (or coolest). In this case, we are looking at \$300K-\$400K properties across 12 cities for the month of December.

By clicking the "% Over Ask" column, we can see Norwalk and Brookfield **stand out as showing the most buyer demand now**. If we are farming this area or have several prospects in our pipeline there, this is **great information to share**, all while conveying a **sense of urgency** for sellers on the fence.

Price Range Between and

*In order to compare entire cities, zip code filter should remain unchecked when using this report.

Dec 1, 2023 - Dec 31, 2023

vs. same period the previous year

Market Activity				Market Pricing				Buyer Demand				
City	# of Sales	% Δ	\$ Volume	% Δ	Median Sale	Δ	\$/sqft	Δ	DOM	Δ	% Over Ask	Δ
1. Norwalk	14	-50.0%	\$6,279,843	-41.9%	\$465,000	\$80,000 ↑	\$366	\$52 ↑	18	-7 ↓	7.4%	7.3% ↑
2. Brookfield	8	-20.0%	\$3,637,500	-10.5%	\$496,000	\$86,000 ↑	\$266	\$26 ↑	15	-20 ↓	7.1%	7.3% ↑
3. Trumbull	12	-29.4%	\$5,728,700	-23.0%	\$480,000	\$55,000 ↑	\$259	\$33 ↑	15	-22 ↓	4.0%	5.3% ↑
4. Fairfield	8	-42.9%	\$3,381,500	-40.8%	\$426,500	\$1,500 ↑	\$327	-\$8 ↓	19	-33 ↓	3.0%	5.3% ↑
5. Stamford	28	-20.0%	\$12,315,200	-10.7%	\$454,500	\$59,500 ↑	\$344	\$61 ↑	32	-11 ↓	2.8%	2.4% ↑
6. Danbury	35	-7.9%	\$14,387,200	-7.3%	\$420,000	\$0	\$257	\$28 ↑	25	-33 ↓	2.7%	3.6% ↑
7. Bethel	7	-30.0%	\$2,985,000	-24.5%	\$450,000	\$50,000 ↑	\$310	\$103 ↑	33	-9 ↓	2.6%	3.4% ↑
8. Stratford	31	-24.4%	\$12,084,250	-24.8%	\$395,000	\$0	\$263	\$36 ↑	28	-11 ↓	1.4%	1.6% ↑
9. Bridgeport	21	-16.0%	\$8,226,500	-11.8%	\$380,000	\$35,000 ↑	\$239	\$27 ↑	30	-7 ↓	1.4%	2.3% ↑
10. Newtown	6	-57.1%	\$2,600,800	-56.8%	\$480,800	\$50,800 ↑	\$236	-\$16 ↓	49	18 ↑	1.1%	-0.4% ↓
11. Shelton	19	-24.0%	\$7,869,100	-23.0%	\$406,100	-\$8,900 ↓	\$267	\$50 ↑	34	13 ↑	1.0%	1.8% ↑
12. Monroe	7	-12.5%	\$3,002,600	-8.3%	\$426,100	-\$21,640 ↓	\$212	\$6 ↑	53	-1 ↓	-2.6%	-3.5% ↓

As a side note, notice how this **changes completely** when looking at the **\$600K-\$900K price range** with Weston and Ridgefield leading.

Whereas many discussions about local real estate may be peppered with blanket statements like "the market is very hot right now", your **insights here will separate you by providing these unique nuances and the concrete numbers to support them.**

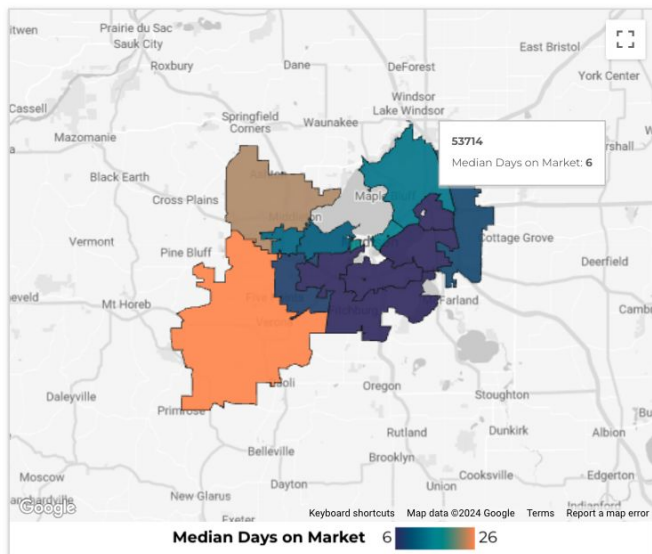
Price Range Between and

Market Activity				Market Pricing				Buyer Demand				
City	# of Sales	% Δ	\$ Volume	% Δ	Median Sale	Δ	\$/sqft	Δ	DOM	Δ	% Over Ask	Δ
1. Weston	3	-	\$2,520,500	-	\$910,000	-	\$379	-	24	-	7.0%	4.8% ↑
2. Ridgefield	7	-12.5%	\$5,247,500	-10.8%	\$750,000	-\$30,000 ↓	\$374	\$92 ↑	36	-4 ↓	4.9%	4.8% ↑
3. Shelton	9	28.6%	\$6,724,738	36.3%	\$750,000	\$48,500 ↑	\$216	-\$13 ↓	46	3 ↑	3.7%	3.2% ↑
4. Norwalk	13	18.2%	\$9,177,800	22.1%	\$685,000	\$25,000 ↑	\$344	\$29 ↑	27	0	2.8%	6.9% ↑
5. Stamford	31	40.9%	\$23,774,671	47.2%	\$785,681	\$41,681 ↑	\$345	\$36 ↑	39	7 ↑	2.4%	2.2% ↑
6. Fairfield	15	15.4%	\$11,503,000	22.4%	\$780,000	\$60,000 ↑	\$399	\$18 ↑	35	-4 ↓	2.4%	0.1% ↑
7. Newtown	6	0.0%	\$4,904,000	8.4%	\$875,000	\$69,000 ↑	\$268	\$37 ↑	40	25 ↑	1.9%	2.9% ↑

#3 The Heat Map Snapshot

The heat map allows us a more visual way to showcase opportunities.

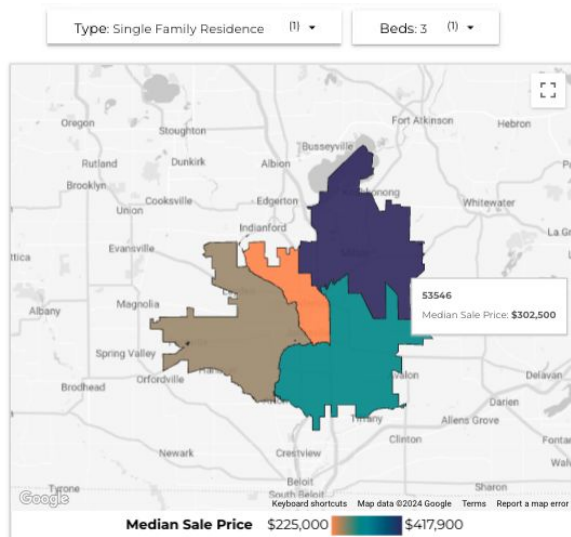
Imagine a buyer looking for 3 bedrooms has lost a few offers in the central "blue area" shown below, a very competitive market where properties are selling in 6 days. **By expanding their search to the north**, they could be entering a market where properties are selling more than 2x slower....**a shift favoring buyers like them.** Regardless of whether this would result in a change of heart on their target areas, it presents an opportunity to highlight your value in guiding them through an ever-changing marketplace.



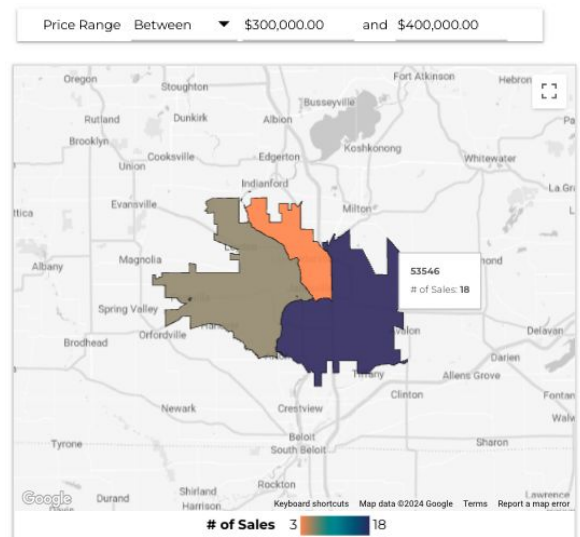
Find it here > [ComparisonReports](#)
"Heat Maps"

Type: Single Family Residence (1) Beds: 3
Nov 1, 2023 - Dec 31, 2023

Continuing from a buyer's perspective, this price map below may help to **highlight the differences in the cost for 3 bedrooms** as you move towards the east.



If searching within a specific price range, it may also be helpful to **showcase the amount of sales that have occurred in that range** across the areas they may be considering.



#4 Changes Over Time

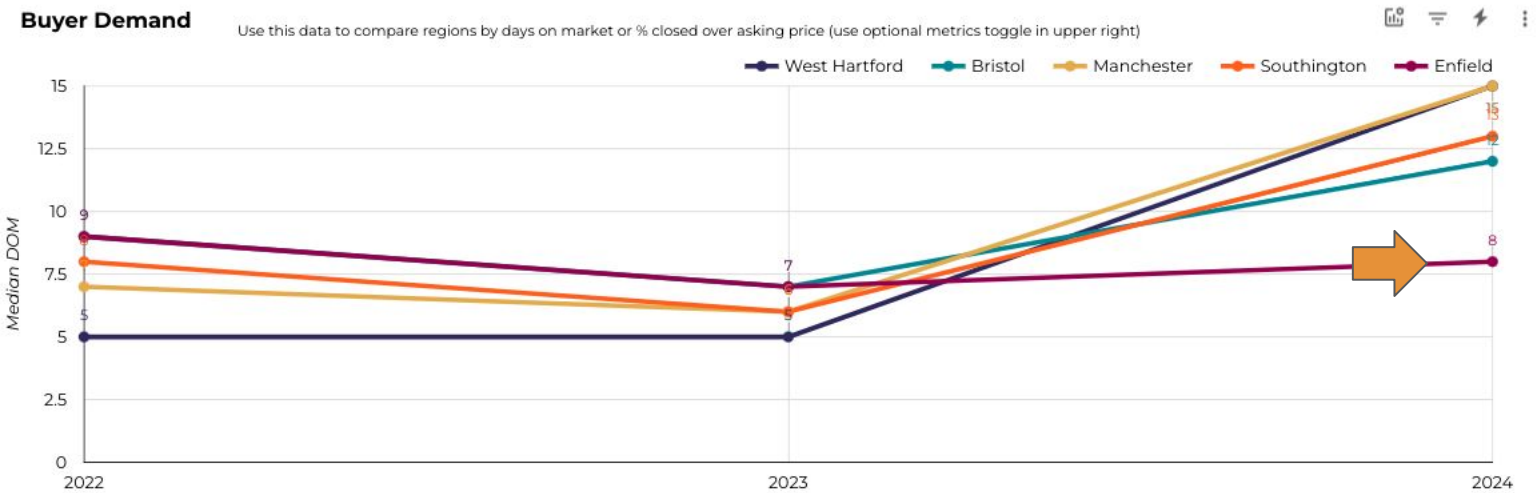
Find it here > [ComparisonReports](#)
"Cities"

Looking at changes in your market areas over time (long or short term), allows you to extract interesting insights to share with current or prospective clients. For example, in the snapshot below we can see that, so far in 2024, **condos in this city have turned a corner** and begun the year closing much faster than competing areas.

This same page in the "Cities" report, when expanded to 10-15+ years, can be very useful in **showcasing appreciation** numbers, which is always interesting data for prospective sellers in your farm.

Buyer Demand

Use this data to compare regions by days on market or % closed over asking price (use optional metrics toggle in upper right)



#5 Table as a "Market Menu"

Find it here > [ComparisonReports](#)
"Zip Code Table"

A full data table of the areas you serve is always a great piece of content for any monthly messaging or marketing material you may put out. This may be as agent to a farm or as a broker to your team. This raw data allows you to share the highlights across your region and **deliver the takeaways in your own words.**

Market Activity				Market Pricing				Buyer Demand				
Zip Code	# of Sales	% Δ	\$ Volume	% Δ	Median Sale	Δ	\$/sqft	Δ	DOM	Δ	% Over Ask	Δ
1. 06082	54	1.9% ↑	\$16,231,500	25.5% ↑	\$285,000	\$50,000 ↑	\$200	\$21 ↑	8	-4 ↓	2.8%	1.5% ↑
2. 06010	42	-32.3% ↓	\$12,228,827	-29.5% ↓	\$265,000	\$100 ↑	\$196	\$21 ↑	14	0	3.0%	1.9% ↑
3. 06489	33	26.9% ↑	\$14,720,379	50.6% ↑	\$380,000	\$45,000 ↑	\$215	\$14 ↑	16	-36 ↓	-0.0%	0.7% ↑
4. 06111	32	-3.0% ↓	\$11,657,803	26.3% ↑	\$330,000	\$63,000 ↑	\$200	\$39 ↑	10	0	3.5%	2.8% ↑
5. 06033	27	3.8% ↑	\$14,642,870	14.0% ↑	\$513,500	\$85,500 ↑	\$219	\$16 ↑	13	5 ↑	4.5%	3.8% ↑
6. 06118	26	18.2% ↑	\$6,328,399	29.2% ↑	\$250,000	\$-3,000 ↓	\$176	\$6 ↑	7	-2 ↓	2.6%	1.0% ↑
7. 06095	25	-19.4% ↓	\$8,003,781	-9.1% ↓	\$305,000	\$15,000 ↑	\$201	\$26 ↑	8	0	3.3%	-1.4% ↓
8. 06074	23	-11.5% ↓	\$9,089,350	8.7% ↑	\$385,000	\$74,000 ↑	\$214	\$48 ↑	4	-8 ↓	6.8%	7.1% ↑
9. 06109	23	-4.2% ↓	\$8,136,800	4.9% ↑	\$344,900	\$49,900 ↑	\$214	\$37 ↑	5	-3 ↓	2.3%	-0.1% ↓
10. 06096	22	46.7% ↑	\$5,724,700	86.0% ↑	\$243,000	\$11,000 ↑	\$177	\$8 ↑	10	-23 ↓	4.0%	3.4% ↑
11. 06001	21	-22.2% ↓	\$11,647,400	-7.5% ↓	\$310,000	\$-80,000 ↓	\$206	\$18 ↑	12	6 ↑	1.4%	-0.5% ↓
12. 06070	21	5.0% ↑	\$9,486,850	31.1% ↑	\$430,000	\$60,000 ↑	\$196	\$26 ↑	5	-3 ↓	6.1%	6.2% ↑
13. 06067	20	25.0% ↑	\$8,103,500	50.6% ↑	\$350,000	\$65,000 ↑	\$211	\$27 ↑	7	0	4.7%	2.3% ↑
14. 06040	20	-39.4% ↓	\$5,355,400	-37.9% ↓	\$240,000	\$-10,000 ↓	\$176	\$17 ↑	10	0	4.3%	1.9% ↑

How You May Use:

- as content in a monthly newsletter/email/mailer with **your commentary and thoughts**
- as an interesting **piece of information to re-engage** with past or prospective clients (text/email)
- as a talking point about your market in conversation
- as a guide for where and how you choose **to aim your farming or marketing** efforts
- as a source of content for your **social media**
- as a component in a **listing presentation** to showcase your knowledge across competing market segments
- as printed material for **open house** visitors
- as a broker or team leader: for discussion in your next **sales meeting**

For Brokers or Office Leaders

As a team leader tasked with guiding and motivating the marketing efforts of your team, part of your mission may be to share current data on your office's geographic footprint. In addition to simply educating team members, you may also choose to **consider how "segmented market data" may be used in your overall marketing strategy.**

For example, if there is a limited amount of time and money each quarter dedicated to mailers to prospective seller's, perhaps you might choose to **aim those resources** to parts of the market clearly favoring sellers now. Guiding both your **overall strategy** and **the specific messaging on your material** with smart, targeted data is generally considered to yield better results than a "shotgun" approach of broad messaging to a broad audience.

Tips

- When sharing the numbers, **including your own opinions and interpretation** will showcase YOUR expertise as THE key takeaway for whoever may be receiving it.
- **Look for outliers.** The most interesting tidbits of information are those parts of your market that stand out from the norm..
- **Be consistent.** The market is always changing and your most likely prospects will be the ones watching closest each month.