

Agent Name: \_\_\_\_\_

Company: \_\_\_\_\_

Logo (Company or Individual/Team):

**Currently Active**

Beginning Price Point: (i.e. \$200,000) \_\_\_\_\_

**Recently Sold**

Beginning Price Point: (i.e. \$200,000) \_\_\_\_\_

**Expired (Failed)**

Beginning Price Point: (i.e. \$200,000) \_\_\_\_\_

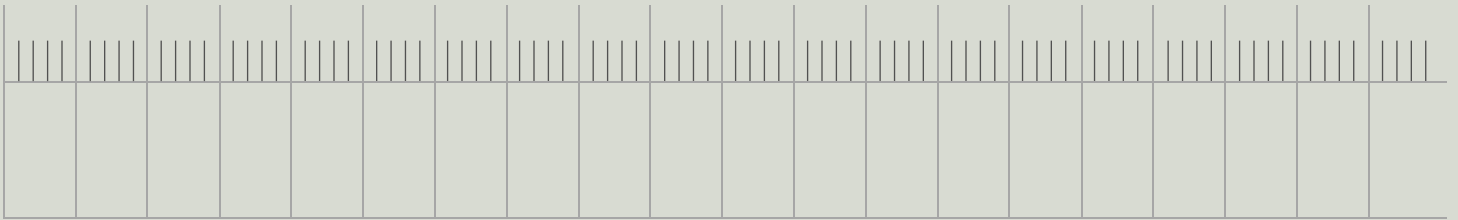
### How to use the Price Line Scoring Analysis

The price line scoring analysis is all about creating a visual depiction of your market analysis. For some, seeing a report of actives, solds and expireds in a table format doesn't translate into something meaningful. But placing the same data in an illustration can create greater impact on the seller, often causing them to self-assess whether their desired list price is supported in the market.

By entering the price points above for Active, Sold and Expireds, the table will automatically populate in \$5,000 increments. Print out the document and at your listing presentation place a mark, "X", for each instance a property falls within that price. Do this for each of the categories. After you've finished, you will likely see a pattern emerge which the median sold price is less than the median active price, and the median active price is less than the median expired price. Message to the seller, price the property right if you want to be competitive and sell it.

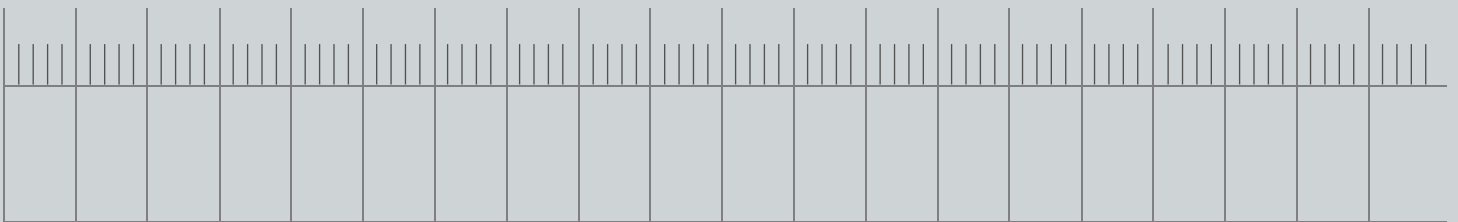
# PRICE LINE SCORING

## Currently Active



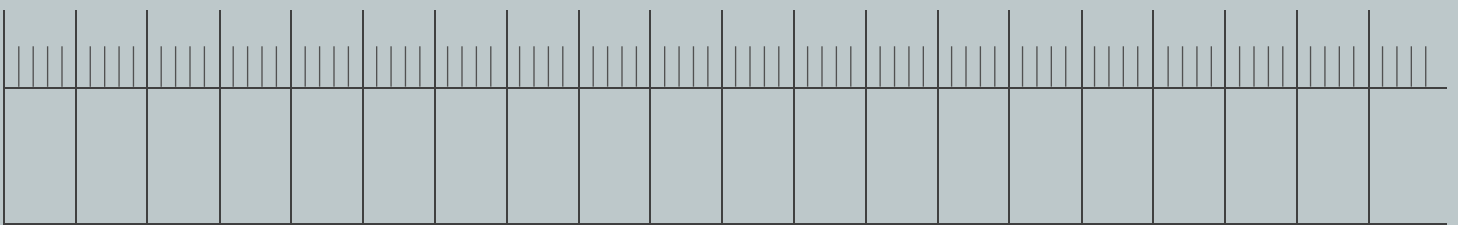
On this scale, an "x" represents the **listing** price of a property. If multiple properties are listed at the same price point, place an "x" for each property.

## Recently Sold



On this scale, an "x" represents the **selling** price of a property. If multiple properties have sold at the same price point, place an "x" for each property.

## Expired (Failed)



On this scale, an "x" represents the listing price of a property at the time it **expired**. If multiple properties had the same list price at the time the property expired, place an "x" for each property.