

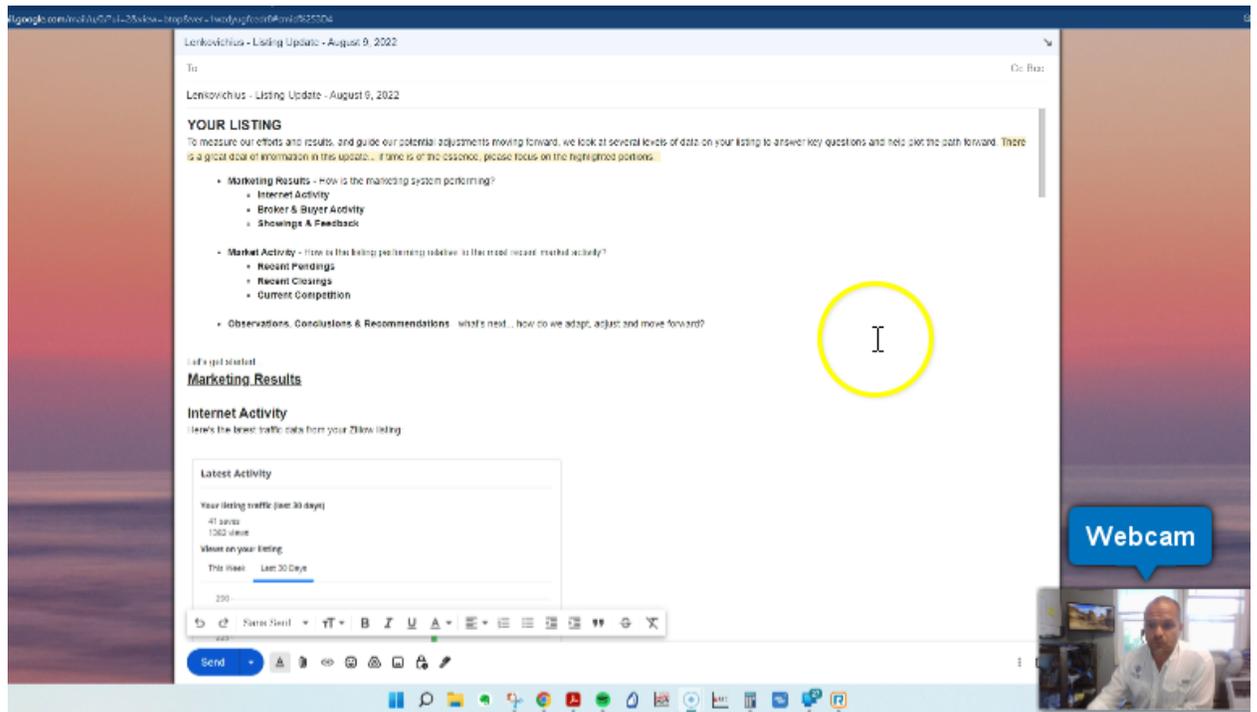
Seller Follow-Up Sample

Shared by Keller Williams Northwest Region Top Agent Team, [Reece Homes](#)

Paul & Irina.

It's time for an update on your listing and the market, let's unpack it and see where we can go from here:

[Here's a video to provide greater context and thoughts on this update:](#)



YOUR LISTING

To measure our efforts and results, and guide our potential adjustments moving forward, we look at several levels of data on your listing to answer key questions and help plot the path forward. **There is a great deal of information in this update... if time is of the essence, please focus on the highlighted portions.**

- **Marketing Results** - How is the marketing system performing?
 - **Internet Activity**
 - **Broker & Buyer Activity**
 - **Showings & Feedback**
- **Market Activity** - How is the listing performing relative to the most recent market activity?
 - **Recent Pendlings**

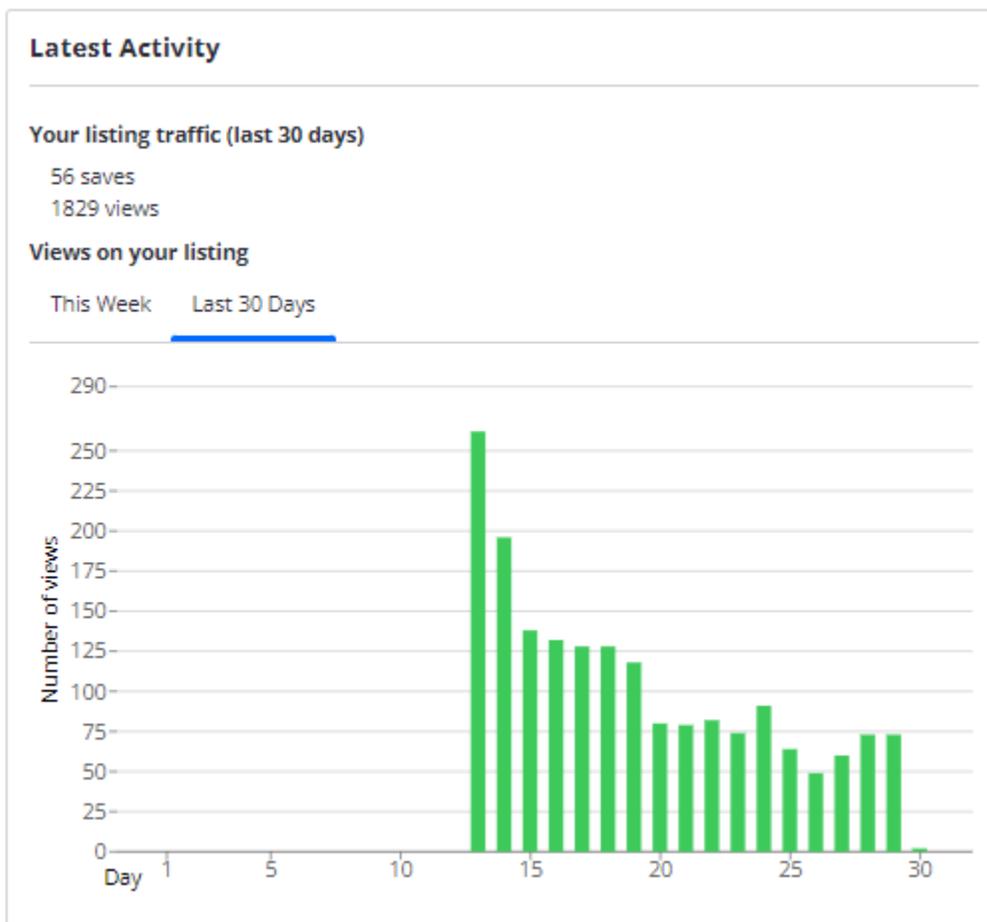
- Recent Closings
- Current Competition
- **Observations, Conclusions & Recommendations** - what's next... how do we adapt, adjust and move forward?

Let's get started...

Marketing Results

Internet Activity

Here's the latest traffic data from your Zillow listing:



Notes: The ideal rate of saves to views is about 3.5% to 4.0%, however in your listing's case we are at 3.06%. This is not bad, just not optimal. Though, with the current market shift, this lower rate is becoming more common.

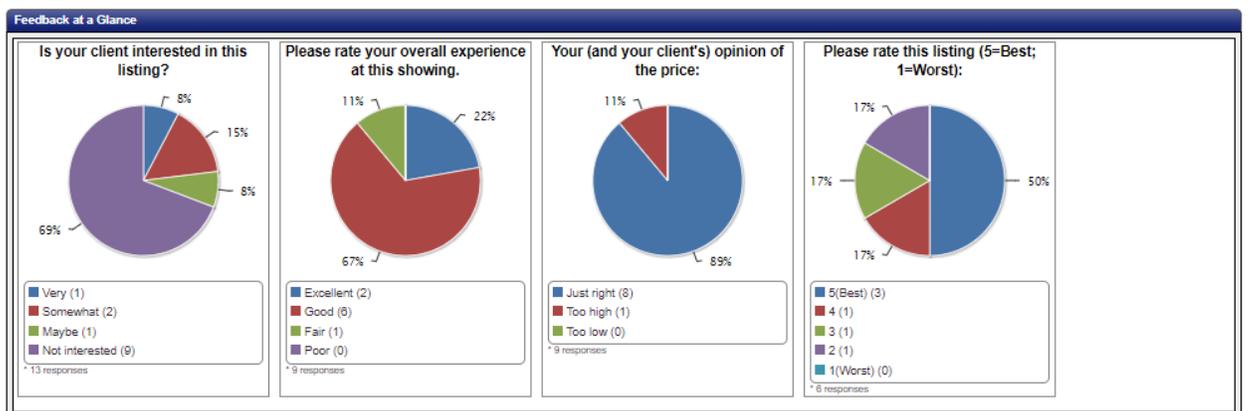
Broker & Buyer Activity

We are able to see several key metrics from the NWMLS which show us how brokers and buyers are responding to your listing.

BROKERS					
Auto Emails	377	393	404	---	---
Published	42	56	62	---	---
Views	221	324	411	---	---
BUYERS					
Portals	187	230	248	---	---
Views	67	100	123	---	---
Favorites	1	4	5	---	---

Notes: The growth in views is steady and the new favorite is a positive sign.

Showing & Feedback



There are only 2 showings in the past week which is fewer than we like to see, though the overall feedback is good though.

MARKET ACTIVITY

We also look at several attributes of our local market so we can best evaluate our competitive market using the same metrics we used for our market analysis. [Here is a link to full details on all the listings noted below.](#)

Recent Pendings - these are the most effective indication of buyer interest and action:

Listing #	Address	City	Community	Bd	Bth	SqFt	Lot Sz	Year	Date	\$/SqFt	CDOM	Orig Price	List Price
1968635	21021 12th Ave W	Lynnwood	Logan Park	4	2.50	1,871	7,405	1992	07/27/22	\$387.49	41	\$725,000	\$725,000
1980458	20803 31st Place W	Lynnwood	Lynnwood	4	3.00	2,096	8,712	1963	08/12/22	\$362.12	2	\$759,000	\$759,000
1940174	21724 9th Ave W	Bothell	Bothell	3	2.25	1,944	8,276	1977	08/06/22	\$400.21	45	\$898,000	\$778,000
1901292	22416 15th Place W	Bothell	Bothell	3	2.75	1,756	8,276	1994	08/09/22	\$447.04	68	\$899,950	\$785,000
1964096	20603 22nd Ave W	Lynnwood	Alderwood Manor	4	2.50	2,230	7,841	1992	07/17/22	\$369.93	4	\$824,950	\$824,950
1958085	1414 225th St SW	Bothell	Bothell	4	2.50	1,890	6,970	1990	08/07/22	\$449.74	45	\$924,950	\$850,000
1966266	2127 213th Place SW	Brier	Brier	3	2.00	1,680	18,295	1984	07/26/22	\$505.95	7	\$850,000	\$850,000
1964094	21551 26th Ave W	Brier	Brierwood	3	2.00	2,009	12,632	1986	07/26/22	\$492.28	4	\$989,000	\$989,000
1965346	20609 Poplar Wy	Lynnwood	Alderwood Manor	3	2.00	2,139	20,909	1981	07/28/22	\$467.46	20	\$999,900	\$999,900
Listing Count : 9				Averages:		1,957				\$431.36	26	\$874,528	\$840,094

There are 2 listings that went on pending for the past week. The first listing is slightly bigger but also priced lower while the second listing is a split-level home.

Recent Closed Sales - these help us best judge the potential difference between list and sold/closing pricing.

Listing #	Address	City	Community	Bd	Bth	SqFt	Lot Sz	Year	Date	\$/SqFt	CDOM	Orig Price	List Price	Sold Price	SP%OLP	SP%LP
1947703	21603 9th Place W	Bothell	Hilltop	4	2.25	2,160	7,405	1977	07/27/22	\$321.76	22	\$749,950	\$690,000	\$695,000	92.67	100.72
1881445	2811 227th St SW	Brier	Brier	3	2.50	1,636	10,019	1975	03/03/22	\$438.26	5	\$714,950	\$714,950	\$717,000	100.29	100.29
1952219	1416 218th Place SW	Lynnwood	Brier	3	2.50	1,642	6,534	1988	07/27/22	\$450.67	12	\$795,000	\$760,000	\$740,000	93.08	97.37
1947582	2227 202nd Place SW	Lynnwood	Alderwood	6	2.75	2,071	7,841	1993	06/30/22	\$369.39	0	\$730,000	\$730,000	\$765,000	104.80	104.79
1920311	2721 211 Place SW	Lynnwood	Lynnwood	3	2.00	1,610	6,098	1989	05/13/22	\$506.21	3	\$799,000	\$799,000	\$815,000	102.00	102.00
1915772	3014 211th St SW	Lynnwood	Brierwood	3	2.25	1,626	7,841	1987	05/18/22	\$522.76	7	\$850,000	\$850,000	\$850,000	100.00	100.00
1909013	3227 204th St SW	Lynnwood	Alderwood Manor	3	2.00	1,631	7,405	2012	06/02/22	\$533.42	6	\$850,000	\$850,000	\$870,000	102.35	102.35
1917574	22413 14th Place W	Bothell	Bothell	4	2.25	1,965	10,454	1990	05/12/22	\$452.93	6	\$895,000	\$895,000	\$890,000	99.44	99.44
1929953	21528 12th Ave W	Lynnwood	Logan Park	4	2.50	2,070	10,019	1999	07/11/22	\$439.61	28	\$960,000	\$945,000	\$910,000	94.79	96.30
1925321	21509 12th Ave W	Lynnwood	Queensborough	3	2.50	1,996	6,098	1999	06/15/22	\$458.42	11	\$925,000	\$925,000	\$915,000	98.92	98.92
1896583	915 212th Place SW	Lynnwood	Alderwood Manor	3	2.75	1,924	12,197	1995	04/18/22	\$480.77	6	\$925,000	\$925,000	\$925,000	100.00	100.00
1928493	22422 15th Place W	Bothell	Canyon Park	4	2.50	1,779	10,890	1994	05/24/22	\$525.58	5	\$795,000	\$795,000	\$935,000	117.61	117.61
1881312	21119 29th Place W	Lynnwood	Brierwood	4	2.50	2,039	6,970	1988	02/18/22	\$472.29	0	\$738,000	\$738,000	\$963,000	130.49	130.49
1930457	20724 24th Ave W	Lynnwood	Lynnwood	3	2.50	2,000	9,583	1961	06/15/22	\$485.00	3	\$899,000	\$899,000	\$970,000	107.90	107.90
1912764	21514 26th Ave W	Brier	Brier	4	2.50	2,236	13,068	1986	05/26/22	\$471.82	5	\$899,950	\$899,950	\$1,055,000	117.23	117.23
1918418	21503 26th Ave W	Brier	Brierwood	3	2.00	1,892	12,632	1986	05/31/22	\$562.90	4	\$825,000	\$825,000	\$1,065,000	129.09	129.09
1889752	1412 220th Place SW	Bothell	Bothell	4	2.50	2,271	8,276	1988	04/19/22	\$484.37	8	\$899,990	\$899,990	\$1,100,000	122.22	122.22
1891285	3112 224th Place SW	Brier	Brier	4	2.50	1,800	10,019	1967	04/08/22	\$611.11	19	\$1,100,000	\$1,050,000	\$1,100,000	100.00	104.76
1897671	22607 17th Pl W	Bothell	Bothell	3	2.75	2,153	6,970	1993	04/21/22	\$571.30	5	\$1,045,000	\$1,045,000	\$1,230,000	117.70	117.70
Listing Count : 19				Averages:		1,921				\$482.03	8	\$862,939	\$854,521	\$921,579	106.87	107.85

There are no new sold listings for the past week.

Current Competition - this is the most relevant data, as these are the homes we must compete for buyers with. I've highlighted in red the properties which have reduced prices either directly or through cancel/relist.

Listing #	Address	City	Community	Bd	Bth	SqFt	Lot Sz	Year	Date	\$/SqFt	CDOM	Orig Price	List Price
1960042	21000 Poplar Wy	Lynnwood	Alderwood	6	2.00	2,288	8,712	1965	06/29/22	\$314.69	47	\$749,900	\$720,000
1948362	3024 205th Place SW	Lynnwood	Alderwood	4	1.75	2,016	7,841	1965	06/08/22	\$369.54	68	\$795,000	\$745,000
1905678	20411 11th Ave W	Lynnwood	Lynnwood	3	1.75	1,712	9,583	1977	04/14/22	\$443.90	123	\$874,950	\$759,950
1972237	21332 Oak Wy	Brier	Brier	3	2.25	1,933	12,632	1983	07/29/22	\$400.93	17	\$775,000	\$775,000
1974797	2106 208th St SW	Lynnwood	Lynnwood	4	2.50	2,112	9,148	1970	07/28/22	\$378.76	18	\$799,950	\$799,950
1980875	1213 Logan Rd	Lynnwood	Alderwood Manor	3	1.75	2,240	13,068	1967	08/09/22	\$377.23	35	\$845,000	\$845,000
1940006	20731 18th Ave W	Lynnwood	Alderwood Manor	3	2.50	1,772	14,810	1970	06/07/22	\$479.12	69	\$900,000	\$849,000
1956073	21529 12th Ave W	Lynnwood	Logan Park	4	2.75	2,237	12,632	1999	06/23/22	\$401.88	53	\$950,000	\$899,000
1970098	20424 14th Ave W	Lynnwood	Logan Park	3	2.50	2,200	25,700	1975	07/20/22	\$409.09	26	\$930,000	\$900,000
1973488	2372 214th Place SW	Brier	Brierwood	3	2.00	1,976	49,658	1985	07/27/22	\$480.77	19	\$950,000	\$950,000
1983240	1804 Larch	Lynnwood	Alderwood Manor	3	2.50	2,031	71,003	1968	08/13/22	\$516.99	24	\$1,050,000	\$1,050,000
Listing Count : 11				Averages:				2,047		\$415.72	45	\$874,527	\$844,809

There are no new listings for the past week. We are still well placed in the competitive market based on price, and the market is reasonably balanced with 2-3 months of inventory. Though, you can see that nearly all listings have adjusted their price.

OBSERVATIONS, CONCLUSIONS & RECOMMENDATIONS

We are definitely in the midst of a substantial shift in the market, and there is not a consensus on how long it will last and how dynamic it will become. Buyer activity on the internet, in showings and in offers is down across the board... though there are still motivated buyers operating in the market and buying homes - so there is still hope. We simply must be strategic and compelling.

There are always 3 next steps available for your listing:

- **Patience** - continue forward with the listing price unchanged and without further enhancements to the property.
- **Improve Value Proposition** - improve the value proposition of the property through adjusting the price or enhancing condition of the property.
- **Hold the Property** - cancel listing and hold the property as a residence or rental until market conditions better meet your needs and expectations.

At this time, I'm recommending improving the value proposition as it's clear the market has had ample opportunity to view the home and judge our price, and we're just not getting the kind of transaction we need to have success. I would recommend reducing the price to \$750,000.