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ABSORPTION RATE PRICING

Your Secret Weapon when it's time to Sell & Move

IT'S THE MISSING LINK TO PRICING YOUR HOME CORRECTLY

The absorption rate shows you the big picture. You'll avoid the "let's set the price at X and see what happens" approach to listing your home or other property.

Right Now:

26% of single-family homes listed for sale are sitting on the market unsold way beyond the time it should take to sell or they have expired within the last 180 days!

We're in the hottest market in years, yet a lot of homes don't sell.

When you know the Absorption Rate in your area as it pertains to your property, you'll know the best pricing strategy and how long it will take to sell. If you're a buyer, understanding the Absorption Rate for a property at a specific price will let you know if you're within a fair range.

Assuming great marketing along with price, you can sell ahead of others by knowing:

- ✓ **HOW MANY HOMES LIKE YOURS ARE SELLING EACH MONTH?**
- ✓ **HOW MANY HOMES LIKE YOURS ARE ON THE MARKET RIGHT NOW?**
- ✓ **How does it all relate (Sold, Active, Pending-Sold and other statuses.)**
- ✓ If the Absorption Rate is 4 ½ months, the odds of you selling your house in the month that you list it for sale are only 21% depending on marketing and price. The Absorption Rate will help you confirm or rethink your understanding of your pricing assumptions.
That's an insight you won't get from a CMA.

ABSORPTION RATE AND THE BIG PICTURE – DOES IT MATTER?

Ask the seller whose property has been on the market for 5 months with no offers. It's likely they don't understand how they fit in the market. Yes it matters!

➡ Using your area's Absorption Rate to set price – Call Scott

BE A KNOWLEDGEABLE SELLER! KNOW YOUR ABSORPTION RATE!