

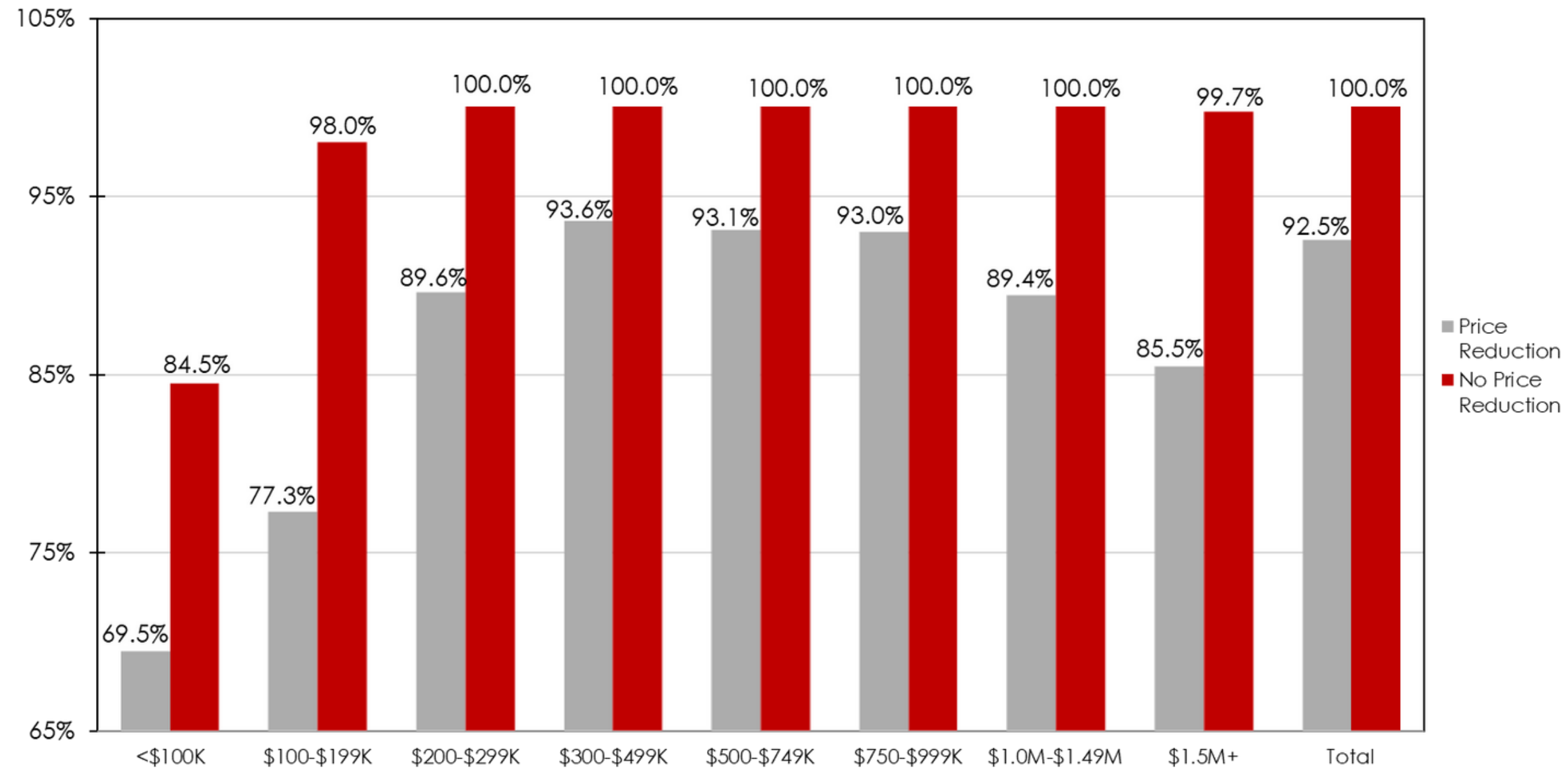
RISK ASSESSMENT: Price Reduction Effect on S/OLP %:

- ✓ Overall median S/OLP is -7.5 percentage points lower vs. no price reduction.
- ✓ Risk even greater in some price ranges.
- ✓ When priced correctly, sellers received 100% or more of their original list price in 5 of 8 price ranges.

Price Reduction Effect: % S/OLP

4Q 2023 Sales Price Percent of Original List Price

Median % S/OLP by Price Range



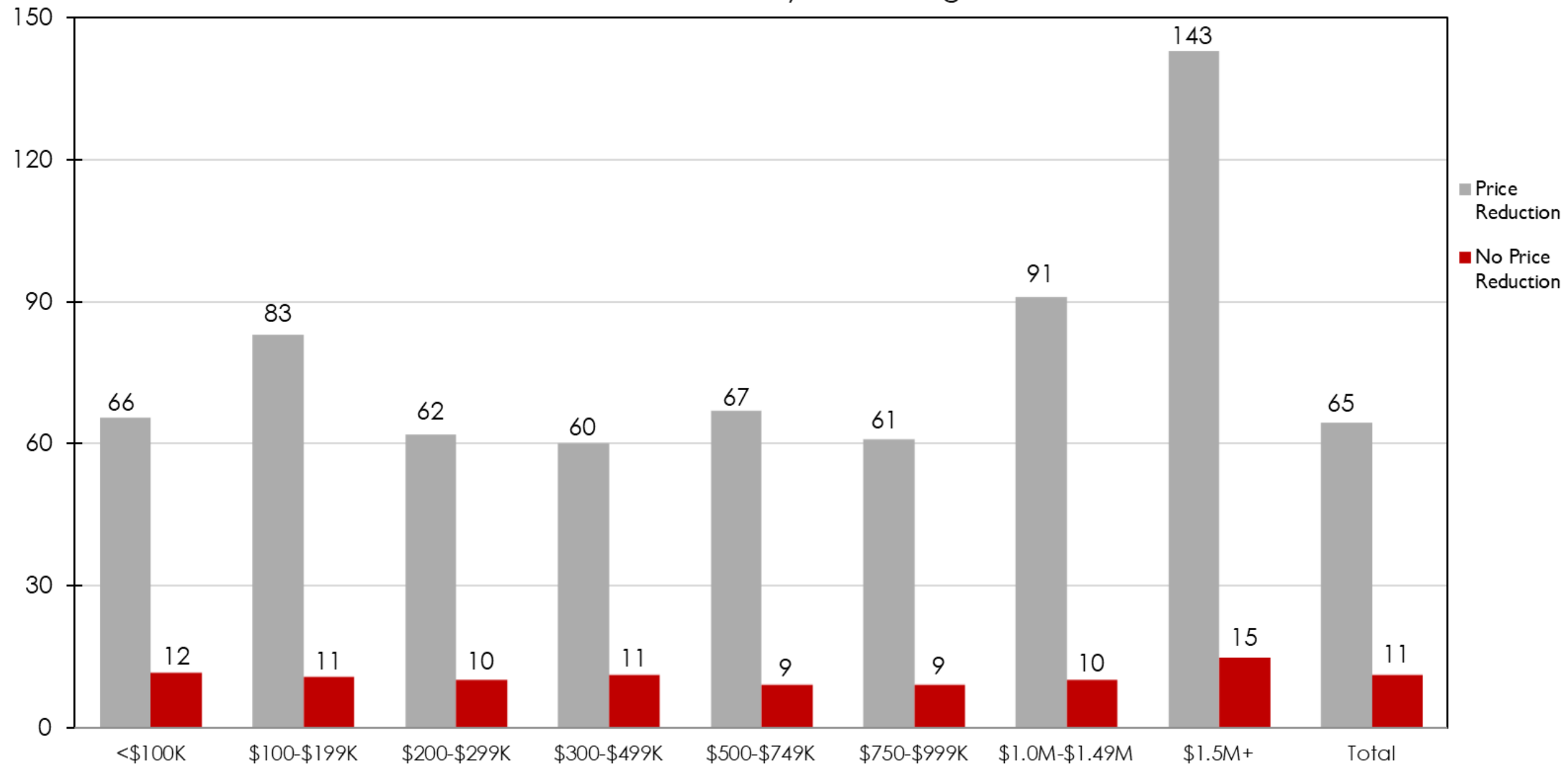
FMLS data for Single Family Detached residences. Data is believed to be accurate, but is not warranted. ©2023 ChartMaster Services, LLC. All rights reserved. This page may not be reproduced without the written permission of JeromyTrask@kw.com.

✓ Price Reduced overall Median of 65 days is 5.9 times and +1.8 months longer vs. 11 Days for non price reduced.

Price Reduction Effect: DOM

4Q 2023 Days on Market

Median DOM by Price Range



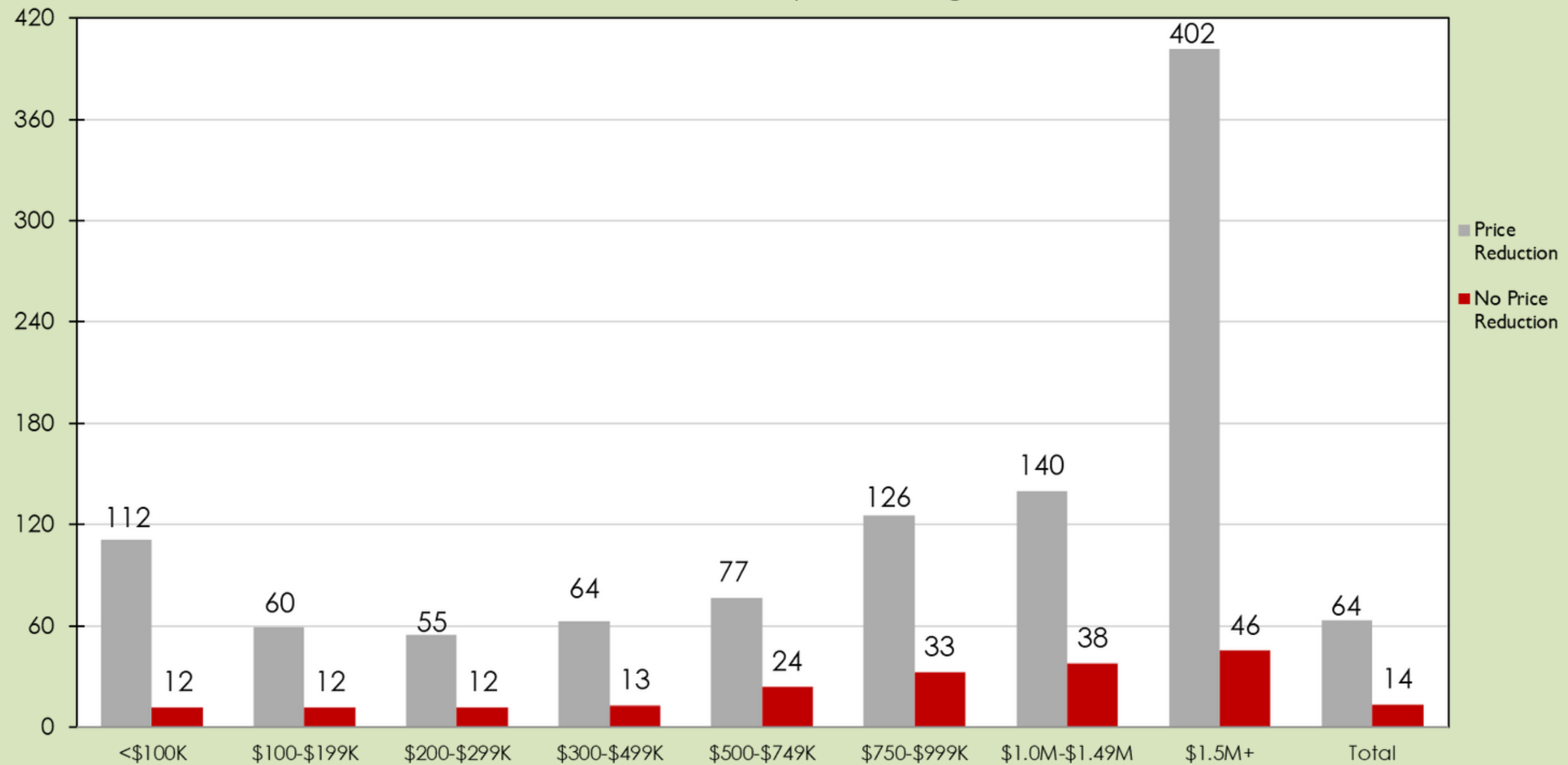
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✓ Price Reduced overall Median of 64 days is 4.6 times and +1.7 months longer vs. 14 Days for non price reduced.

Price Reduction Effect: DOM

4Q 2023 Days on Market

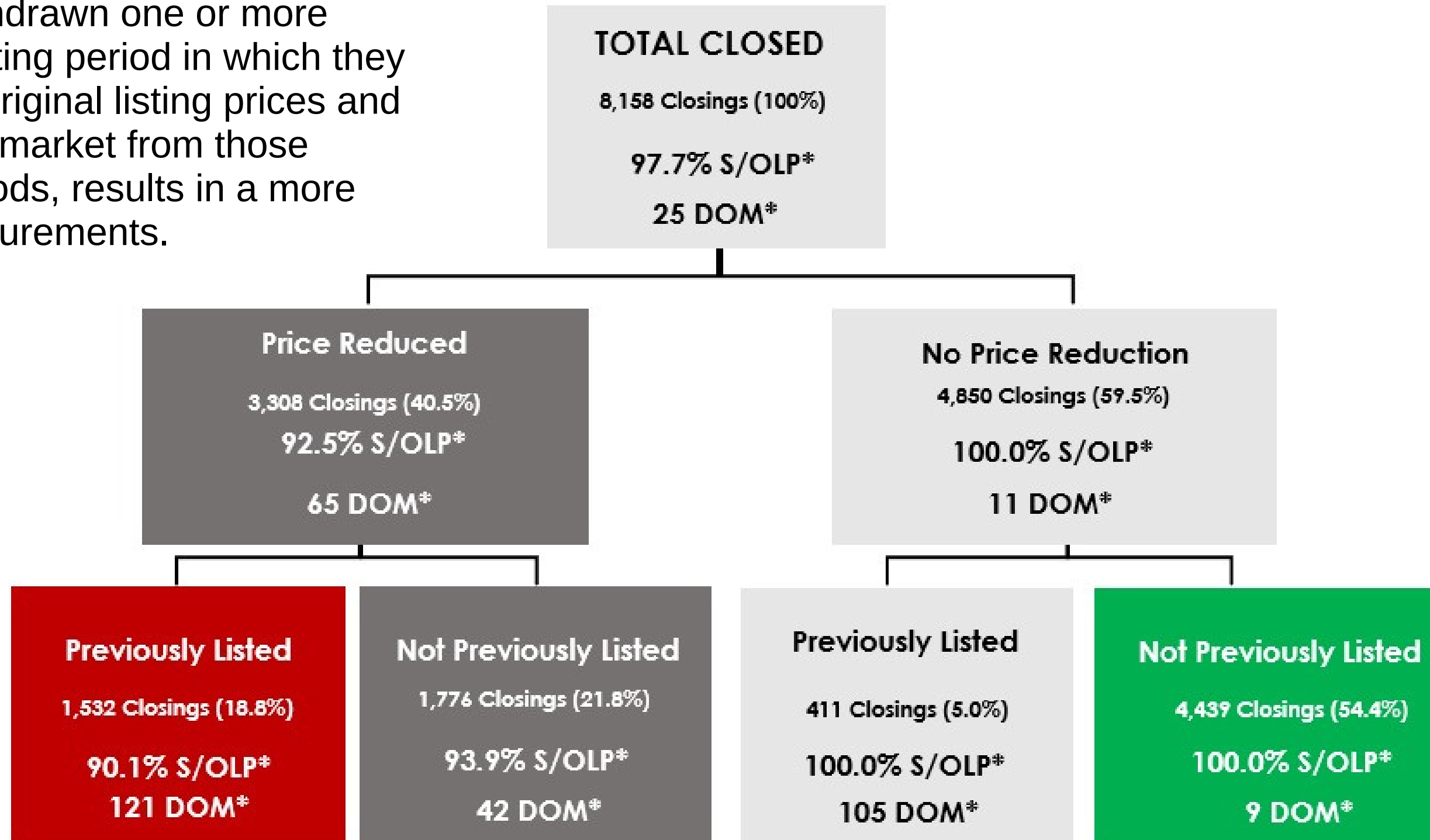
Median DOM by Price Range



FMLS data for Condo/Townhome residences. Data is believed to be accurate, but is not warranted. ©2023 ChartMaster Services, LLC. All rights reserved. This page may not be reproduced without the written permission of JeremyTrask@kw.com.

Many times, listed properties will have expired or been withdrawn one or more times prior to the listing period in which they sold. Including the original listing prices and cumulative days on market from those previous listing periods, results in a more realistic set of measurements.

The Real Story



* Medians: Half are higher, and half are lower.

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The Real Story

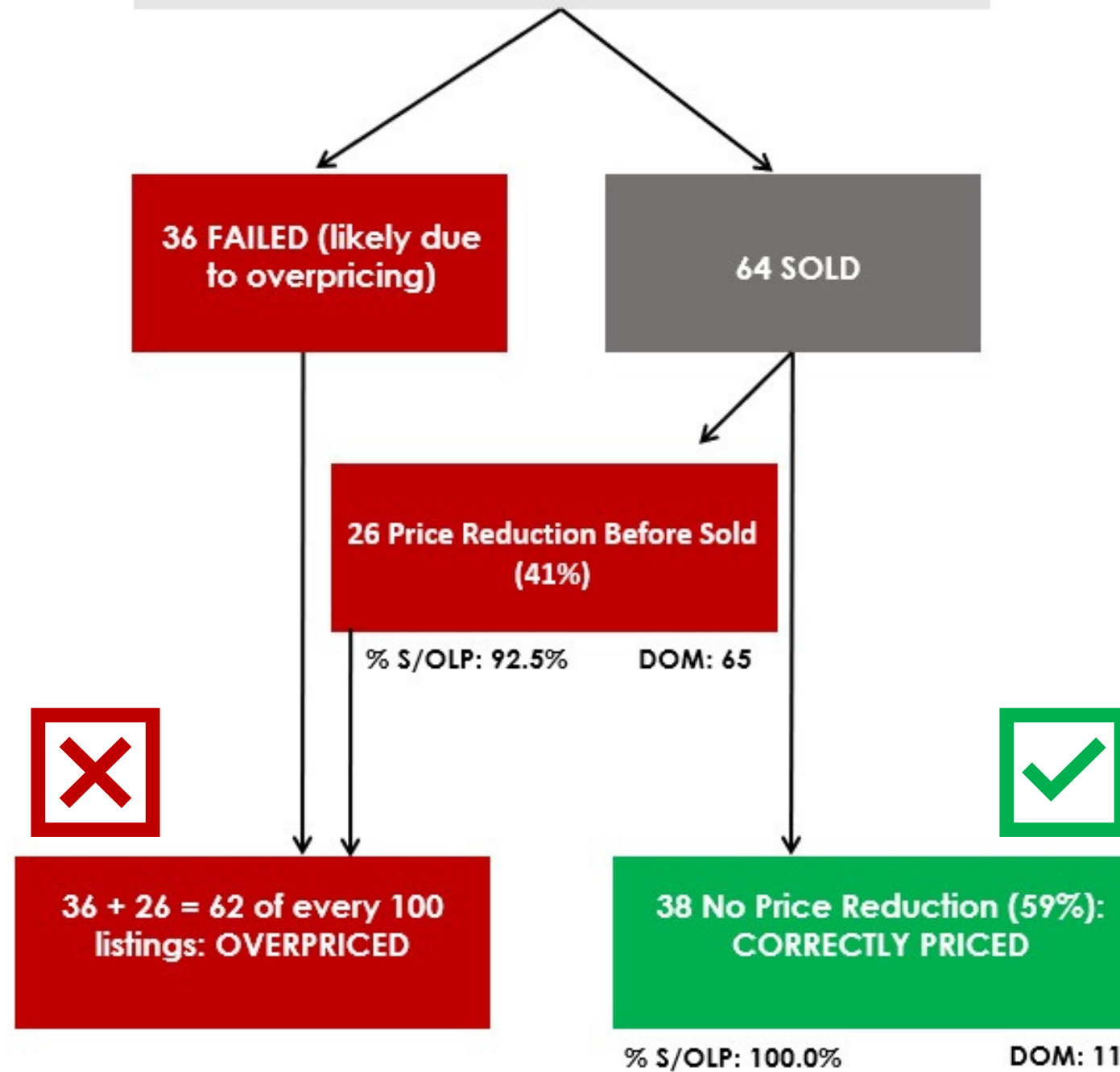


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Putting It All Together

FOR EVERY 100 FINALIZED LISTINGS



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PRICE ADJUSTMENT STRATEGY

MOVING TOWARDS A MORE BALANCED MARKET, WE FOCUS ON THREE KEY PERFORMANCE INDICATORS WHICH TELL US IF WE ARE IN THE MARKET OR OUTSIDE OF THE MARKET:

1. 10 DAYS WITHOUT A SHOWING – THIS WOULD TELL US THAT THE PRICE IS NOT GETTING BUYERS INTO THE HOME. THIS ONE IS DANGEROUS AS WE ARE ESSENTIALLY MISSING OPPORTUNITIES FOR SHOWINGS DURING TWO WEEKENDS, WHEN WE EXPECT ACTIVITY TO BE AT ITS HIGHEST.

2. 10 SHOWINGS WITHOUT AN OFFER – THIS WOULD TELL US THAT THE PRICE IS GETTING BUYERS IN, BUT THE CONDITION OF THE PROPERTY IS NOT MAKING THEM OFFER. AS A RESULT, WE ARE ESSENTIALLY HELPING SOME OTHER LISTING SELL.

3. 30 DAYS WITHOUT GOING UNDER CONTRACT – IN OUR PRICE POINT, A WELL PRICED HOME IN GOOD CONDITION SHOULD GO UNDER CONTRACT IN 30 DAYS.

AVERAGE PRICE REDUCTION: 5 – 10% DEPENDING ON PRICE OF HOME. EXAMPLE: \$1M LISTING SHOULD HAVE AT LEAST A \$30K REDUCTION. \$500K SHOULD HAVE AT LEAST A \$15K REDUCTION.