

Odds of Selling

There are only a certain number of houses that will sell in any given market, in any given price range, over any given period of time. Would you like to see the odds of your house being one of them?

To calculate the Odds of Selling search your MLS to find the following:

1. Determine search area, house size, features, condition, price range and time of search.
 - a. Detailed searches give more accurate results but too much detail will eliminate huge segments of the market and give you a false results
 - b. **Six months is the maximum search time to determine Odds of Selling.** Longer search times create duplications in MLS data and give you a false result.
2. Find the number of closed properties during the time period in the search parameters defined in # 1 above.
3. Determine the FLOW Rate of the Market
 - a. FLOW Rate of the Market is the number of houses that flowed through the market for sale in the time period. (see above)
 - b. Actives + Pending + Closed + Expired + Withdrawn = Flow Rate
4. Divide the number closed in the time period by the flow rate over the same time period to determine the Odds of Selling

- (1) Number of closed transaction in ____ months _____
- (2) Divided by FLOW Rate of Market in ____ Months _____
- (3) Equals the Odds of Selling in ____ Months _____ %

