

A Seller's Guide to *Reading Buyer Response*



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What is the Market Telling You?

Once your home enters the market, buyer behavior starts giving us information.

The goal isn't to react to one showing, one comment or one quiet weekend. **It's to look for patterns and understand what the market is communicating.**



EXPOSURE

Are buyers seeing your home?

Low visibility may point to an exposure problem.



ENGAGEMENT

Are buyers clicking, viewing, saving or sharing it?

Views without engagement may point to positioning or perceived value.



SHOWINGS

Are online views becoming appointments?

Interest without showings tells us something is stopping them.



FEEDBACK

What are buyers repeatedly saying?

One comment is an opinion. Patterns are information.



SECOND LOOK

Are buyers coming back?

Follow-up and second showings can signal growing interest.



OFFERS

Are buyers willing to write?

Price and terms reveal value, confidence and leverage.



COMPETITION

What else can the same buyer purchase right now?

Your home is never evaluated by itself.

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SEE → ENGAGE → TOUR
CONSIDER → WRITE

Where did we *lose* them?

Is it:

- ☐ Exposure
- ☐ Presentation
- ☐ Condition
- ☐ Positioning
- ☐ Price
- ☐ Competition
- ☐ Or do we need more information?

The answer isn't always "lower the price." And it isn't always "give it more time."

The goal is to understand what buyers are telling us and make the next decision based on evidence.



Marketing creates exposure.

The market tells us what that exposure means.

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NOT SURE WHAT THE MARKET IS TELLING YOU?
More time isn't always the answer. Neither is a price reduction.

Buyer response is information. The key is knowing how to interpret it.

If the activity around your home isn't translating into the result you expected, we can look at what the market is actually saying — and determine what, if anything, needs to change.

REQUEST A SELLER STRATEGY REVIEW

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