# VELOCITY

# MARKET

# PRICING

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_____               _____
License Granted By        Date                          Signed                          Date

**Date**

# White Paper

## CONTENTS

## VELOCITY MARKETING/PRICING™:
## A Forward-Looking Approach

*Abstract:* It can be shown that the traditional approach to pricing residential property relies on guesswork and historical data that can be as much as six months old. As the residential real estate market is recognized as a seasonal one, traditional property pricing is targeting a market that has come and gone. Douglas M. Yeaman, Chief Executive Officer of Quantum Management Systems and an internationally recognized management consultant, conducted six years of research resulting in an approach to pricing and marketing residential property that predicts market activity. Called "Velocity Marketing™", it provides a scientific approach and a formula for predicting property values.

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# HISTORY

**IN THE EARLY** 1990's, Douglas M. Yeaman, Chief Executive Officer of Quantum Management Systems an internationally recognized management consultant, realized that the traditional approach to pricing residential real estate relied on data that didn't reflect the *then* current market. Additionally, *today* many real estate agents have a "multiple offers and sell the first day" mind set to pricing. Although the approach to *selling it quickly*, moved property quickly and is attributed to the real estate agent's "marketing expertise," Mr. Yeaman recognized that the traditional approach to pricing residential real estate was not always in the seller's best interest.

**MR. YEAMAN BEGAN** a research project that lasted six years. He meticulously tracked selling prices in a various national markets. More importantly, he tracked the number of homes listed, the number of homes under contract or sold versus the number of real buyers in the market place; and correlated the relationships between the listings, time on the market and *real* selling prices.

**THE RESULT WAS** a pricing formula that provides a "snapshot" of the current market and a way of predicting where the market was headed. Furthermore, it provides a seller with the choice of either pricing to sell quickly or pricing to allow the market to decide the value.
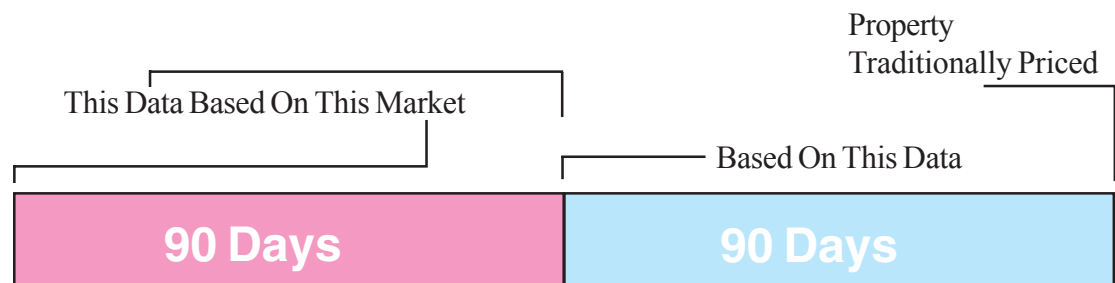
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# TRADITIONAL MARKETING

**CURRENTLY, THE TRADITIONAL** approach to pricing a piece of residential property involves some research and as much or more guesswork based up the level of experience the pricing agent has. Using computer programs or public records, an agent will develop a Comparative Market Analysis (CMA) based upon the following:

1. Active listings
2. Listings pending or under contract
3. Listings recently closed

**CONSIDERATION IS GIVEN** to the neighborhood, school district, similar home styles, the number of bedrooms and baths and other features. Weight is given to what listings are active but the focus is on the price of properties most recently closed. Agents representing buyers agents will look at that data to recommend what price to offer and listing agents will use the same data to advise a seller at what price to list.

**THERE HAS ALWAYS** been an intuitive sense within the industry that the data is not accurate. Most agents will use "gut-feeling" to adjust what the data suggests either up or down. In fact, as the following chart shows, that intuitive feeling is accurate.

Property
Traditionally Priced

This Data Based On This Market

Based On This Data

| 90 Days | 90 Days |
| --- | --- |

**THE OBVIOUS PROBLEM** is that, even if a piece of property closed last month, it went under contract perhaps three months ago based upon data that was probably three months old. Also, both the buyer and the market are different at the moment of the current CMA than they were when the data was relevant. The most dramatic example is the real estate market in December as opposed to the market six months later in June.

**VELOCITY MARKETING™ NOT ONLY** provides the best possible pricing data, it gives an agent the ability to predict market direction.

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# A DIFFERENT APPROACH

**MR. YEAMAN HAS CHANGED** the way agents look at property pricing within his organization and his agents have recognized traditional pricing methods are not always in a client's best interest. Whether a client wishes to sell the next day and is heedless of "leaving money on the table" or is willing to let the market dictate the property's selling price, Velocity Marketing™ provides a choice. It gives the seller a choice of a price that is likely to sell today, in 30 days or in 60 days. It gives the agent an opportunity to market the property, the company and the agent.

**VELOCITY MARKETING™ BEGINS** with using the traditional approach to identify a likely listing price. Then, the market is examined for properties that *demographically* profile within that price plus or minus 10 percent. Then, within those parameters, active listings and pending (s) or under contract properties are counted.

     **1.** Pending or under contract listings indicate the number of active buyers.

     **2.** Active listings indicate the number of sellers active in the market. (The actual method for calculating that is proprietary to Yeaman/Quantum Management Systems, Inc..)

Those two numbers provide a buyer/seller ratio that can be applied to the formula developed by Mr. Yeaman. The below chart approximates that formula.

**ANNUAL RATE OF APPRECIATION**
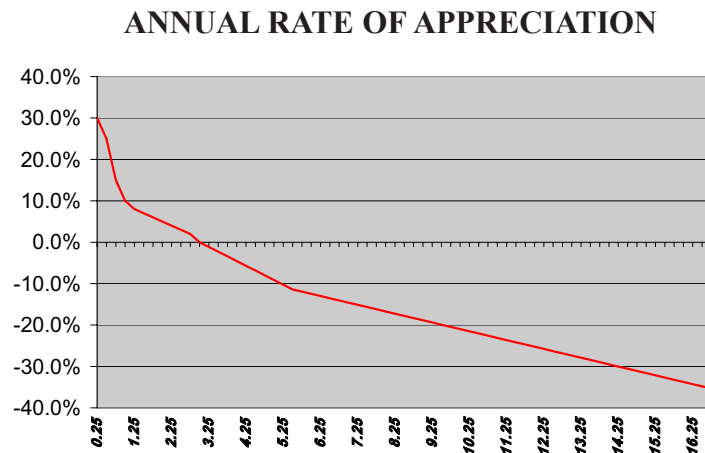


**BUYER/SELLER RATIO**

**THE FORMULA PREDICTS** the velocity at which property is *turning over*. This is very similar to what a traditional economist would do in looking at any commodity or *shelf life* of any inventory. The more *turnover (number of turns),* the more *pressure* on the price of the property i.e. appreciation. This allows agents to provide clients with a "snapshot" of current market values and validate upcoming fast or slow markets. As is indicated in the following case study, this information is critical in relationship to the time frame dictated by the seller's need to sell. The slope of the curve has been established through empirical research over time. It appears to be valid under almost *all* other conditions and factors; and Yeaman believes this is because it describes the buyers attitudes toward the future purchase and therefore more accurately the market. It also appears to be occurring in almost *real time.*

**Date**

# A CASE STUDY

**A PROPERTY IN HIGHLAND PARK,** on the north shore of Chicago in a prime real estate area, came on the market. A real estate company in competition with Prudential Preferred Properties advised the seller to list the home at $869,000 based on a traditional CMA.

**A VELOCITY MARKETING™ ANALYSIS** revealed that, at that time, the market "snapshot" revealed a 1:1 ratio that indicated strong market appreciation. The Prudential Preferred Properties agent recommended a listing price of $979,000.

**THE SELLER** chose to list the property at the recommended $979,000; although, he stated he felt the Prudential Preferred Properties agent was attempting to "buy" the listing and had *serious* doubts.

**THE PROPERTY SOLD** in three weeks for $965,000. Needless to say, the seller is a believer and is a constant source of referrals to the agent he once doubted.

**THE PROFILE OF THE PROPERTY** is essential to the analysis. You must carefully profile property to fit a very specific demography. This geo-demographic profiling is essential. You are not comparing, therefor, properties to properties, but buyers of this property to similar properties that these buyers would buy. This geo-demographic profiling is based on life-style, such as, travel time, distances to schools and shopping etc.

**CONTRARY TO CONTEMPORARY THOUGHT**, there is only one real buyer for the property...that is the buyer who buys it. Others compete and therefor drive the price up or down. This is referred to as the ***property specific buyer population.*** It is always very small and the key to marketing a property, is to target this population and capture the greatest number in the shortest possible time. This population is targeted on the basis of life-style and needs. *(Nothing being said here is to suggest that race, ethnicity or religion plays any role whatsoever in this type of analysis.)*

**IN ORDER TO KNOW THE SCALE OF THAT TIME,** it is necessary to know their size, their term on the market and where they are. These three factors insure that they will get the best price for their home, '*ceteris paribus*'.

**Date**

# CONCLUSION

**THE TRADITIONAL APPROACH** to pricing residential property is not always accurate or in the best interest of the client. This has been validated by the consumer sometimes paying more than or less than traditional lenders think it should be. When what they pay is more, loans are hard to come by, but the property very often continues to appreciate well past the lenders peg points, and when it is too low it results in the banks buying back a lot of property through foreclosure at rates that cost the lenders a too much. Thanks to the research and data developed by Mr. Yeaman, there is another approach. It is an approach that takes the guesswork and gut-feeling out of the process and bases decisions on verifiable data.

**THE CLEAR BENEFIT** of Velocity Marketing™ is that it gives agents an opportunity to market property under conditions where the existing market levels price, maximizing seller equity. The goal of this is to have the opportunity to either pre-market the listing two weeks ahead of any public expose or price the property in such a way that, when it goes public, two weeks pass before the first offer.

**IT IS THE ONLY** marketing system that operates in the best interests of the client under market conditions that are realistic at the time decisions are being made.
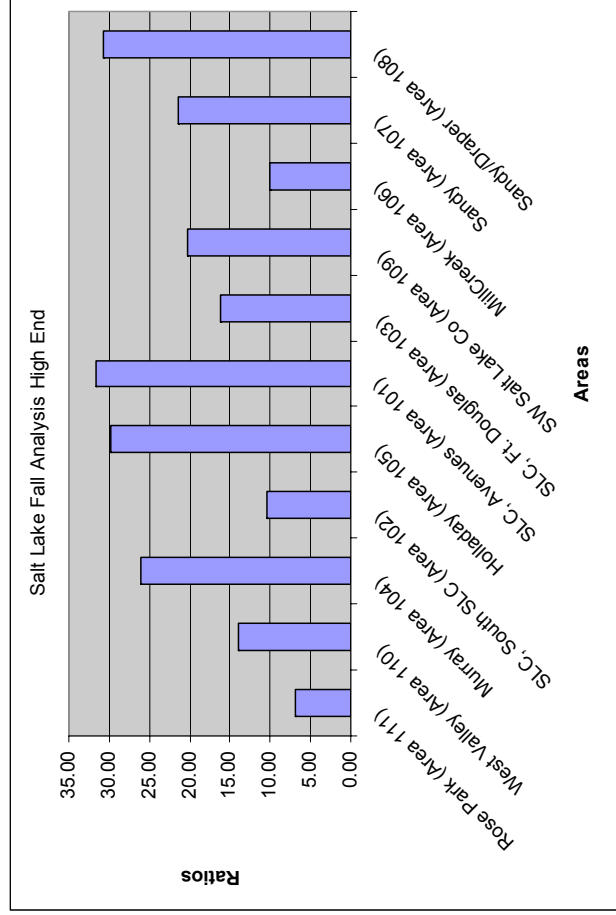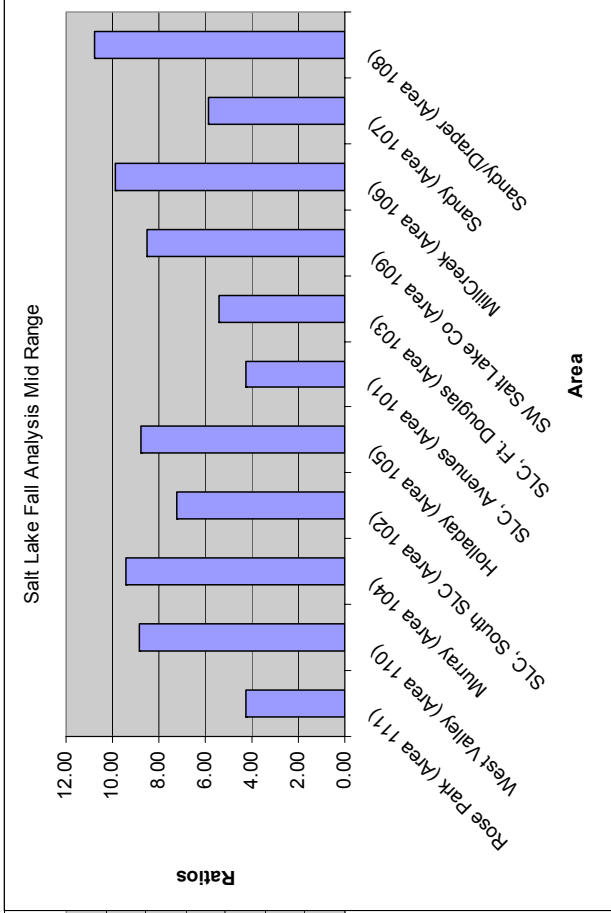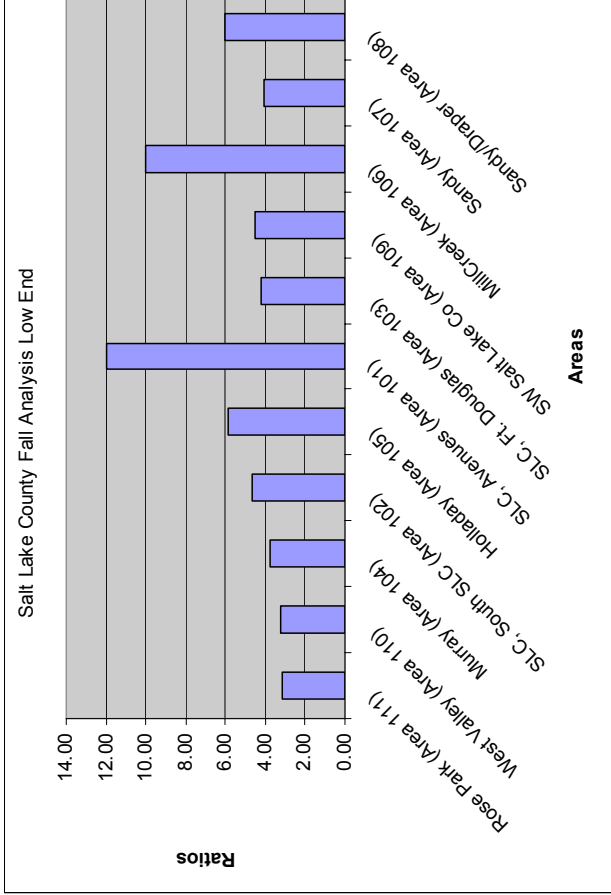
**Date**

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# Salt Lake County MLS Data Study

| Area | Low Range | Buyers | Sellers | Buyer Ratio:1 | Med. Range | Buyers | Sellers | Buyer Ratio:1 | Hi Range | Buyers | Sellers | Buyer Ratio:1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Rose Park (Area 111) | -120 | 16 | 50 | 3.13 | 120-200 | 38 | 162 | 4.26 | 200 | 7 | 48 | 6.86 |
| West Valley (Area 110) | -180 | 162 | 527 | 3.25 | 180-300 | 88 | 775 | 8.81 | 300 | 4 | 56 | 14.00 |
| Murray (Area 104) | -200 | 60 | 228 | 3.80 | 200-400 | 27 | 254 | 9.41 | 400 | 2 | 52 | 26.00 |
| SLC, South SLC (Area 102) | -200 | 67 | 314 | 4.69 | 200-400 | 68 | 492 | 7.24 | 400 | 14 | 146 | 10.43 |
| Holladay (Area 105) | -250 | 23 | 135 | 5.87 | 250-500 | 32 | 281 | 8.78 | 500 | 7 | 208 | 29.71 |
| SLC, Avenues (Area 101) | -200 | 4 | 48 | 12.00 | 200-500 | 23 | 98 | 4.26 | 500 | 3 | 95 | 31.67 |
| SLC, Ft. Douglas (Area 103) | -250 | 9 | 38 | 4.22 | 250-500 | 36 | 196 | 5.44 | 500 | 8 | 130 | 16.25 |
| SW Salt Lake Co (Area 109) | -250 | 156 | 700 | 4.49 | 250-500 | 150 | 1276 | 8.51 | 500 | 12 | 243 | 20.25 |
| MillCreek (Area 106) | -300 | 6 | 60 | 10.00 | 300-600 | 7 | 69 | 9.86 | 600 | 1 | 10 | 10.00 |
| Sandy (Area 107) | -300 | 22 | 89 | 4.05 | 300-600 | 38 | 224 | 5.89 | 600 | 6 | 129 | 21.50 |
| Sandy/Draper (Area 108) | -300 | 65 | 391 | 6.02 | 300-600 | 39 | 419 | 10.74 | 600 | 7 | 215 | 30.71 |
| Total In Markets | | 590 | 2580 | 4.37 | | 546 | 4246 | 7.78 | | 71 | 1332 | 18.76 |
| Average | | 53.64 | 234.55 | 4.37 | | 49.64 | 386.00 | 7.78 | | 6.45 | 121.09 | 18.76 |

**Date**

Salt Lake Fall Analysis Mid Range

Salt Lake County Fall Analysis Low End

Salt Lake Fall Analysis High End

**Date**

# Salt Lake County - April 21, 2008

| Price Range | Active | % | UC | % | Sold | % | Buyers | B/S Ratio |
|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 0.01% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00 |
| 10,000 | 1 | 0.01% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00 |
| 20,000 | 11 | 0.14% | 1 | 0.08% | 1 | 0.19% | 2 | 5.50 |
| 30,000 | 7 | 0.09% | 1 | 0.08% | 3 | 0.57% | 4 | 1.75 |
| 40,000 | 9 | 0.12% | 1 | 0.08% | 1 | 0.19% | 2 | 4.50 |
| 50,000 | 10 | 0.13% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00 |
| 60,000 | 10 | 0.13% | 3 | 0.23% | 0 | 0.00% | 3 | 3.33 |
| 70,000 | 13 | 0.17% | 3 | 0.23% | 5 | 0.96% | 8 | 1.63 |
| 80,000 | 9 | 0.12% | 5 | 0.38% | 1 | 0.19% | 6 | 1.50 |
| 90,000 | 20 | 0.26% | 6 | 0.45% | 5 | 0.96% | 11 | 1.82 |
| 100,000 | 52 | 0.67% | 32 | 2.42% | 13 | 2.49% | 45 | 1.16 |
| 120,000 | 134 | 1.72% | 66 | 4.98% | 22 | 4.21% | 88 | 1.52 |
| 140,000 | 266 | 3.41% | 93 | 7.02% | 38 | 7.27% | 131 | 2.03 |
| 160,000 | 443 | 5.68% | 119 | 8.99% | 49 | 9.37% | 168 | 2.64 |
| 180,000 | 549 | 7.04% | 135 | 10.20% | 35 | 6.69% | 170 | 3.23 |
| 200,000 | 1164 | 14.92% | 294 | 22.21% | 124 | 23.71% | 418 | 2.78 |
| 250,000 | 1095 | 14.03% | 185 | 13.97% | 78 | 14.91% | 263 | 4.16 |
| 300,000 | 831 | 10.65% | 109 | 8.23% | 50 | 9.56% | 159 | 5.23 |
| 350,000 | 685 | 8.78% | 97 | 7.33% | 35 | 6.69% | 132 | 5.19 |
| 400,000 | 439 | 5.63% | 47 | 3.55% | 19 | 3.63% | 66 | 6.65 |
| 450,000 | 363 | 4.65% | 38 | 2.87% | 10 | 1.91% | 48 | 7.56 |
| 500,000 | 543 | 6.96% | 42 | 3.17% | 15 | 2.87% | 57 | 9.53 |
| 600,000 | 336 | 4.31% | 20 | 1.51% | 9 | 1.72% | 29 | 11.59 |
| 700,000 | 225 | 2.88% | 7 | 0.53% | 4 | 0.76% | 11 | 20.45 |
| 800,000 | 155 | 1.99% | 6 | 0.45% | 3 | 0.57% | 9 | 17.22 |
| 900,000 | 89 | 1.14% | 5 | 0.38% | 1 | 0.19% | 6 | 14.83 |
| 1,000,000 | 79 | 1.01% | 4 | 0.30% | 1 | 0.19% | 5 | 15.80 |
| 1,250,000 | 81 | 1.04% | 4 | 0.30% | 0 | 0.00% | 4 | 20.25 |
| 1,500,000 | 39 | 0.50% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00 |
| 1,750,000 | 38 | 0.49% | 0 | 0.00% | 1 | 0.19% | 1 | 38.00 |
| 2,000,000 | 25 | 0.32% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00 |
| 2,500,000 | 16 | 0.21% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00 |
| 3,000,000 | 51 | 0.65% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00 |
| 4,000,000 | 5 | 0.06% | 1 | 0.08% | 0 | 0.00% | 1 | 5.00 |
| 5,000,000 | 8 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00 |
| | 7802 | | 1324 | | 523 | | | |

# Salt Lake County - Nov 2, 2008

| Price Range | Active | % | UC | % | Sold | % | Buyers | B/S Ratio | % |
|---|---|---|---|---|---|---|---|---|---|
| 150,000 | 188 | 2.52% | 32 | 5.28% | 25 | 4.80% | 57 | 3.30 | 5.06% |
| 160,000 | 269 | 3.61% | 35 | 5.78% | 32 | 6.14% | 67 | 4.01 | 5.94% |
| 170,000 | 319 | 4.28% | 34 | 5.61% | 33 | 6.33% | 67 | 4.76 | 5.94% |
| 180,000 | 301 | 4.04% | 24 | 3.96% | 28 | 5.37% | 52 | 5.79 | 4.61% |
| 190,000 | 306 | 4.10% | 41 | 6.77% | 30 | 5.76% | 71 | 4.31 | 6.30% |
| 200,000 | 209 | 2.80% | 22 | 3.63% | 21 | 4.03% | 43 | 4.86 | 3.82% |
| 210,000 | 289 | 3.88% | 38 | 6.27% | 28 | 5.37% | 66 | 4.38 | 5.86% |
| 220,000 | 300 | 4.02% | 25 | 4.13% | 22 | 4.22% | 47 | 6.38 | 4.17% |
| 230,000 | 294 | 3.94% | 27 | 4.46% | 28 | 5.37% | 55 | 5.35 | 4.88% |
| 240,000 | 332 | 4.45% | 38 | 6.27% | 20 | 3.84% | 58 | 5.72 | 5.15% |
| 250,000 | 269 | 3.61% | 26 | 4.29% | 16 | 3.07% | 42 | 6.40 | 3.73% |
| 260,000 | 221 | 2.96% | 22 | 3.63% | 26 | 4.99% | 48 | 4.60 | 4.26% |
| 270,000 | 263 | 3.53% | 13 | 2.15% | 18 | 3.45% | 31 | 8.48 | 2.75% |
| 280,000 | 214 | 2.87% | 14 | 2.31% | 8 | 1.54% | 22 | 9.73 | 1.95% |
| 290,000 | 280 | 3.76% | 25 | 4.13% | 24 | 4.61% | 49 | 5.71 | 4.35% |
| 300,000 | 112 | 1.50% | 8 | 1.32% | 9 | 1.73% | 17 | 6.59 | 1.51% |
| 310,000 | 173 | 2.32% | 16 | 2.64% | 15 | 2.88% | 31 | 5.58 | 2.75% |
| 320,000 | 187 | 2.51% | 11 | 1.82% | 9 | 1.73% | 20 | 9.35 | 1.77% |
| 330,000 | 161 | 2.16% | 8 | 1.32% | 6 | 1.15% | 14 | 11.50 | 1.24% |
| 340,000 | 188 | 2.52% | 9 | 1.49% | 8 | 1.54% | 17 | 11.06 | 1.51% |
| 350,000 | 131 | 1.76% | 7 | 1.16% | 10 | 1.92% | 17 | 7.71 | 1.51% |
| 360,000 | 107 | 1.44% | 7 | 1.16% | 8 | 1.54% | 15 | 7.13 | 1.33% |
| 370,000 | 146 | 1.96% | 9 | 1.49% | 13 | 2.50% | 22 | 6.64 | 1.95% |
| 380,000 | 110 | 1.48% | 4 | 0.66% | 5 | 0.96% | 9 | 12.22 | 0.80% |
| 390,000 | 215 | 2.88% | 11 | 1.82% | 11 | 2.11% | 22 | 9.77 | 1.95% |
| 400,000 | 64 | 0.86% | 7 | 1.16% | 6 | 1.15% | 13 | 4.92 | 1.15% |
| 410,000 | 71 | 0.95% | 6 | 0.99% | 3 | 0.58% | 9 | 7.89 | 0.80% |
| 420,000 | 119 | 1.60% | 10 | 1.65% | 3 | 0.58% | 13 | 9.15 | 1.15% |
| 430,000 | 86 | 1.15% | 7 | 1.16% | 0 | 0.00% | 7 | 12.29 | 0.62% |
| 440,000 | 100 | 1.34% | 2 | 0.33% | 4 | 0.77% | 6 | 16.67 | 0.53% |
| 450,000 | 140 | 1.88% | 9 | 1.49% | 7 | 1.34% | 16 | 8.75 | 1.42% |
| 475,000 | 233 | 3.13% | 14 | 2.31% | 11 | 2.11% | 25 | 9.32 | 2.22% |
| 500,000 | 69 | 0.93% | 5 | 0.83% | 4 | 0.77% | 9 | 7.67 | 0.80% |
| 525,000 | 152 | 2.04% | 9 | 1.49% | 7 | 1.34% | 16 | 9.50 | 1.42% |
| 550,000 | 71 | 0.95% | 4 | 0.66% | 2 | 0.38% | 6 | 11.83 | 0.53% |
| 575,000 | 153 | 2.05% | 1 | 0.17% | 4 | 0.77% | 5 | 30.60 | 0.44% |
| 600,000 | 277 | 3.72% | 15 | 2.48% | 10 | 1.92% | 25 | 11.08 | 2.22% |
| 700,000 | 138 | 1.85% | 6 | 0.99% | 4 | 0.77% | 10 | 13.80 | 0.89% |
| 800,000 | 109 | 1.46% | 1 | 0.17% | 1 | 0.19% | 2 | 54.50 | 0.18% |
| 900,000 | 90 | 1.21% | 4 | 0.66% | 2 | 0.38% | 6 | 15.00 | 0.53% |
| | 7456 | | 606 | | 521 | | | 6.62 | |

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# Salt Lake County - Nov 2, 2008

| Price Range | Active | % | UC | % | Sold | % | Buyers | B/S Ratio | % |
|---|---|---|---|---|---|---|---|---|---|
| 150,000 | 188 | 2.41% | 32 | 2.42% | 25 | 4.78% | 57 | 3.30 | 5.06% |
| 160,000 | 269 | 3.45% | 35 | 2.64% | 32 | 6.12% | 67 | 4.01 | 5.94% |
| 180,000 | 620 | 7.95% | 58 | 4.38% | 61 | 11.66% | 119 | 5.21 | 10.56% |
| 200,000 | 515 | 6.60% | 63 | 4.76% | 51 | 9.75% | 114 | 4.52 | 10.12% |
| 250,000 | 1484 | 19.02% | 154 | 11.63% | 114 | 21.80% | 268 | 5.54 | 23.78% |
| 300,000 | 1090 | 13.97% | 82 | 6.19% | 85 | 16.25% | 167 | 6.53 | 14.82% |
| 350,000 | 840 | 10.77% | 51 | 3.85% | 48 | 9.18% | 99 | 8.48 | 8.78% |
| 400,000 | 642 | 8.23% | 38 | 2.87% | 43 | 8.22% | 81 | 7.93 | 7.19% |
| 450,000 | 516 | 6.61% | 34 | 2.57% | 17 | 3.25% | 51 | 10.12 | 4.53% |
| 500,000 | 302 | 3.87% | 19 | 1.44% | 15 | 2.87% | 34 | 8.88 | 3.02% |
| 600,000 | 653 | 8.37% | 34 | 2.57% | 27 | 5.16% | 61 | 10.70 | 5.41% |
| 700,000 | 138 | 1.77% | 6 | 0.45% | 4 | 0.76% | 10 | 13.80 | 0.89% |
| 800,000 | 109 | 1.40% | 1 | 0.08% | 1 | 0.19% | 2 | 54.50 | 0.18% |
| 900,000 | 90 | 1.15% | 4 | 0.30% | 2 | 0.38% | 6 | 15.00 | 0.53% |



Salt Lake County Number of Buyers
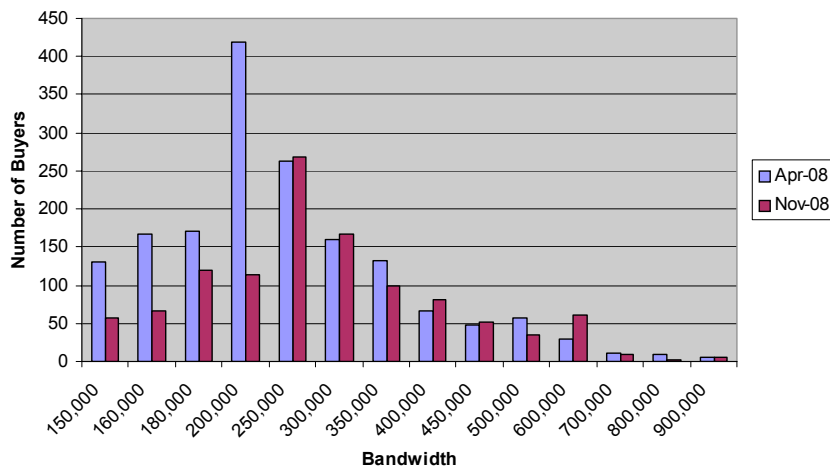


Salt Lake County B/S Ratio
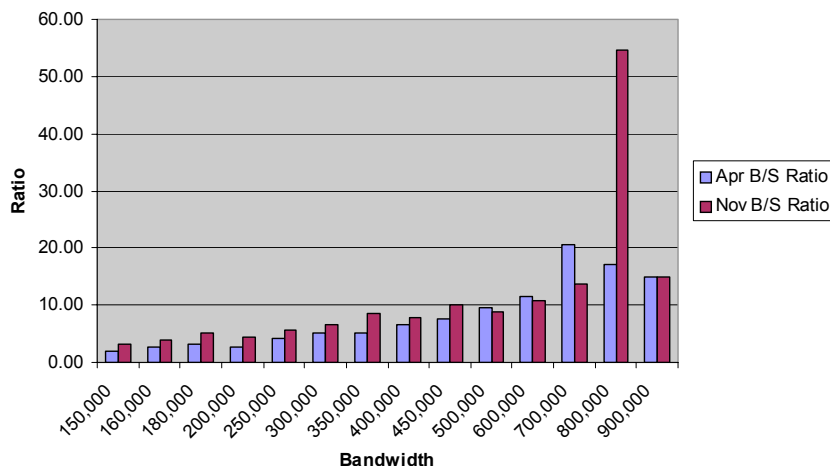
# Velocity Marketing and Pricing

A conventional method used to estimate the value of a property is analysis of the "sold" and "pending" prices of similar homes in the area. Their value is referred to as **comparative market analysis**. Unfortunately, the data used in this method reflects activity in the marketplace that is already 2-14 months old.

Realtors also take into consideration all the "active" properties that would be competitive when the property is marketed. Pricing a property this way is referred to as **position pricing**. The problem with this method is that it can error by either being too high or too low for what is really happening in the marketplace currently. And if a home is priced too high, valuable market time is used trying to establish the proper pricing level. If, on the other hand, the home is priced too lo, then the result is that one or several offers are generated in reaction to the low price, and the highest optimum price is never established.

**Velocity Marketing and Pricing** is a unique method of analysis in which we compare the pace of buyers' activity within the last 45 days to the number of sellers (investors) currently on the market. This analysis concentrates only on those characteristics of the property that define the potential buyer's profile. When the ratio of investors to buyers is established, we can take the "historical" data and know how much appreciation, if any, to add to the average "sold" price to establish the ideal price at which to market the property.

Property characteristics: _____

---

| 45 Day Buyer Activity | | Active Properties for Sale | _____ |
|---|---|---|---|
| Closed | _____ | Contingent actives | _____ |
| Pending | _____ | | |
| ___(A/I) | _____ | | |
| Total Buyers | _____ | Total Sellers | _____ |

BUYER TO SELLER RATIO _____

Sold Price (Historical Data) _____

Appreciation (+/-)_____ = _____ Recommended List Price

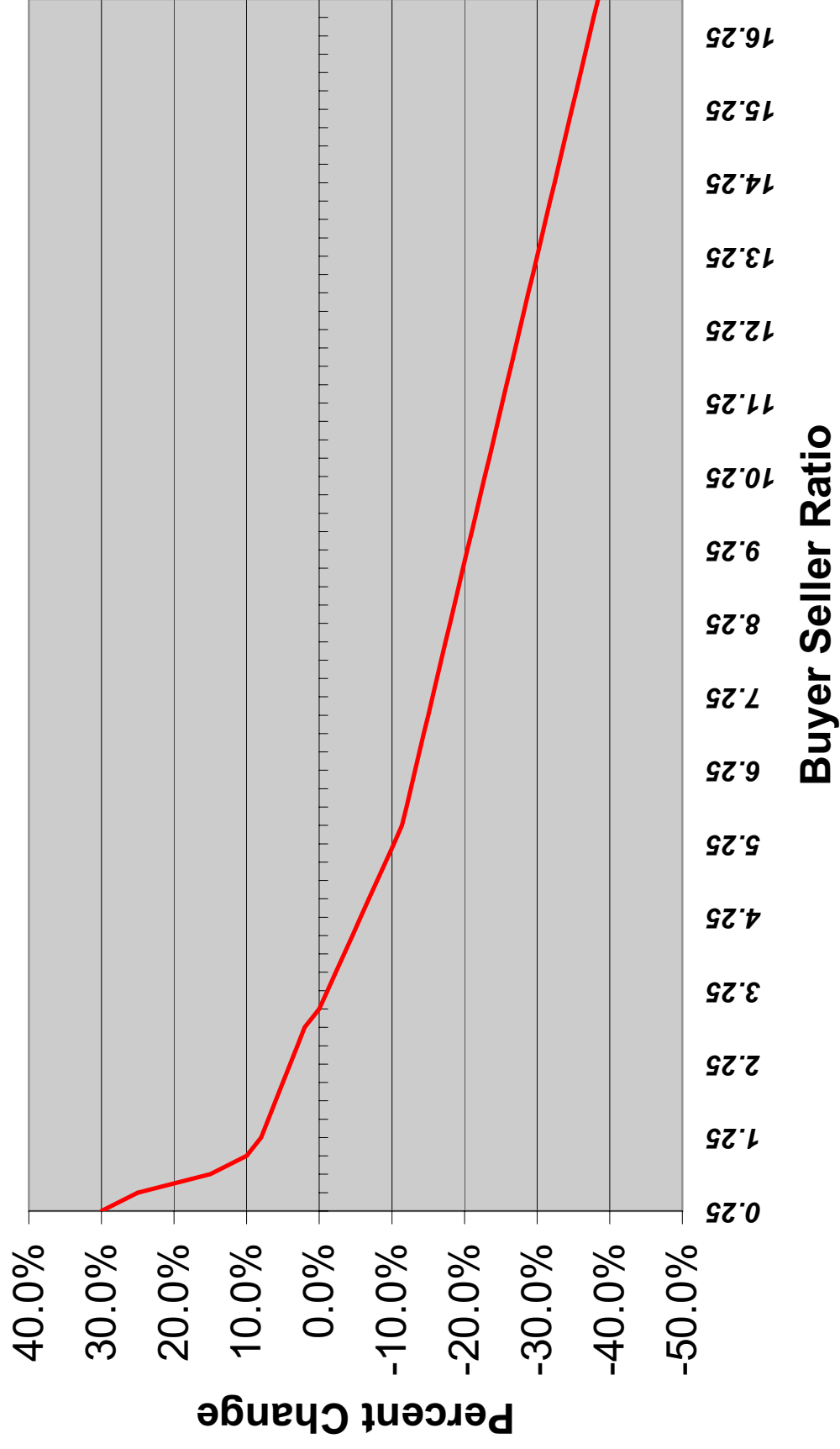1:4 or less = 8-10%    1:4-1:6 = 5-8%    1:6-1:8 = 3-5%    1:8-1:12 = flat    1:12 or more = Decline

**Date**

# Velocity Marketing/Pricing



**Buyer Seller Ratio**

**Percent Change**

X-axis (Buyer Seller Ratio): 0.25, 1.25, 2.25, 3.25, 4.25, 5.25, 6.25, 7.25, 8.25, 9.25, 10.25, 11.25, 12.25, 13.25, 14.25, 15.25, 16.25

Y-axis (Percent Change): 40.0%, 30.0%, 20.0%, 10.0%, 0.0%, -10.0%, -20.0%, -30.0%, -40.0%, -50.0%

**Date**

# Velocity Marketing and Pricing Property Analysis

Tonja Masina - 5587 Hunter Dr, WVC

| | | Multi-level |
| --- | --- | --- |
| | | 150-250K |
| | | 2G |
| | | .12 - .28 ac |
| | | 1600 - 2600 sq ft |
| | | MLS #833465 |
| | | Current list price: $204,155 |

| Bandwidth | Price Range | Buyers | Sellers | Ratio |
| --- | --- | --- | --- | --- |
| 1 | 150,000 - 159,999 | 0 | 2 | 0.00 |
| 2 | 160,000 - 169,999 | 2 | 1 | 0.50 |
| 3 | 170,000 - 179,999 | 4 | 3 | 0.75 |
| 4 | 180,000 - 189,999 | 3 | 15 | 5.00 |
| 5 | 190,000 - 199,999 | 4 | 20 | 5.00 |
| 6 | 200,000 - 209,999 | 1 | 19 | 19.00 |
| 7 | 210,000 - 219,999 | 6 | 21 | 3.50 |
| 8 | 220,000 - 229,999 | 1 | 19 | 19.00 |
| 9 | 230,000 - 239,999 | 1 | 13 | 13.00 |
| 10 | 240,000 - 249,999 | 0 | 16 | 0.00 |
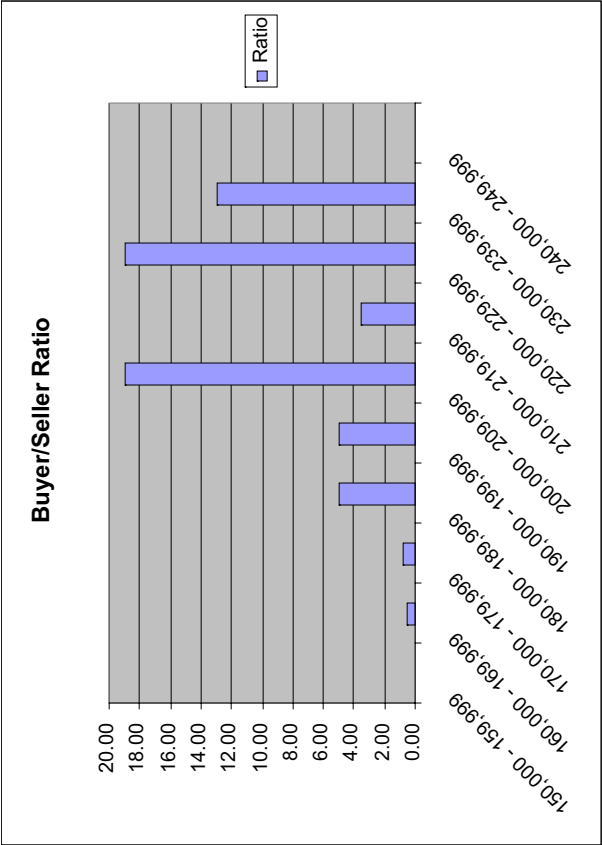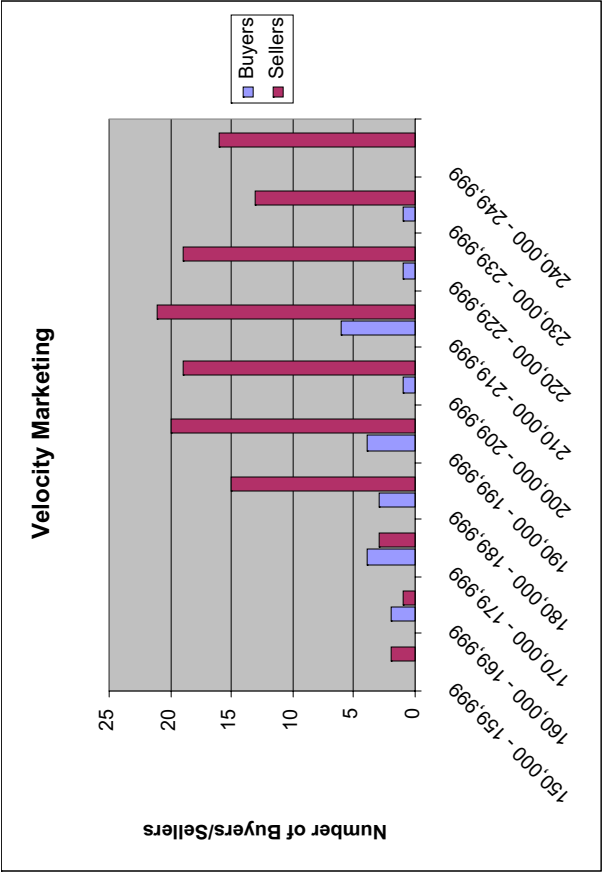


Buyer/Seller Ratio



Velocity Marketing

## Velocity Marketing and Pricing Property Analysis

| Bandwidth | Price Range | Buyers | Sellers | Ratio | |
|---|---|---|---|---|---|
| 1 | 220,000 - 229,999 | 5 | 10 | 2.00 | Dan Nix, Bountiful |
| 2 | 230,000 - 239,999 | 3 | 7 | 2.33 | MLS #845755 |
| 3 | 240,000 - 249,999 | 2 | 12 | 6.00 | Rambler |
| 4 | 250,000 - 259,999 | 1 | 9 | 9.00 | 220K - 280K |
| 5 | 260,000 - 269,999 | 3 | 13 | 4.33 | .18 - .36 ac |
| 6 | 270,000 - 279,000 | 5 | 9 | 1.80 | Area 201, 202 |
| 7 | | | | 0.00 | 2G |
| 8 | | | | 0.00 | 2400 sq ft+ |
| 9 | | | | 0.00 | Current list price: $249K |
| 10 | | | | 0.00 | |

### Buyer/Seller Ratio



### Velocity Marketing