



## Description

This workshop provides agents with four different numbers/statistics to demonstrate market knowledge. Agents also receive tips on presenting the information so that sellers better understand current market conditions and how this impacts their real estate transactions.

## Deliverables

Agents will learn how to calculate and leverage the Absorption Rate, the Sales Price to List Price ratio, the Percentage of Listings Closed, and market intelligence statistics.

## Preparation

Provide attendees with the following handouts: [Absorption Rate Calculator](#) (excel spreadsheet, distribute electronically), [Absorption Rate Explanation & Example](#) (pdf, print copies or distribute electronically), and [4 Numbers Handout](#) (pdf, print copies for note taking).

### Live Workshop

- Have a computer, projector, and screen/monitor available for displaying the [video](#).
- Set up a whiteboard or flip chart and markers for recording brainstorming responses.
- TIP: *Arrange tables and chairs in a horseshoe shape so attendees can easily view the video and interact with one another during brainstorming sessions.*

### Virtual Workshop

- Select a virtual meeting platform that allows for screen sharing, such as Zoom or Google Meet.
- When sharing the [video](#), also share computer audio.
- Assign a notetaker for the brainstorming sessions.
- Encourage attendees to turn on their cameras to maximize engagement and participation.
- TIP: *If your group is large, consider using the chat feature or breakout rooms for brainstorming.*

## Instructions

1. Play the [video](#).
2. Facilitate a discussion after viewing the video using open-ended questions. Good questions to use include:
  - Which number or statistic would have the most impact on a seller, in your opinion?
  - If you could choose only one of the four ideas presented, which one would you choose and why?
  - What other information might you share during a listing presentation to demonstrate your market knowledge?
3. Record responses on the whiteboard/flip chart. Suggest agents take a picture (or screenshot if virtual) of the ideas on the whiteboard/flip chart to reference later. Otherwise, ask a support staff person to create a document to send after the workshop.

## Next Steps: Go Above & Beyond

- At the next sales meeting, ask attendees to share their experiences and results. Public sharing promotes attendance at future workshops and fosters a collaborative environment.
- Follow up individually with agents you are mentoring to facilitate the application of new ideas and share successes.
- Track the efficacy of your company's learning opportunities. During the next 6-12 months, compare your listing count to the same time the previous year. You are checking to see if an increase is attributable to new skills gained from learning. It typically takes 120 days between skills taught and production increase.