



Understanding national real estate statistics is crucial for real estate professionals. These statistics provide valuable insights into the overall health and trends of the real estate market. When coupled with local market data, agents can educate their clients on how what's happening nationally impacts them locally. So, what can you do to help your agents exceed their clients' expectations?

Start by using the Spark & Logic monthly sales meeting presentation. We have already inserted three key national numbers for you:

- 1) 30-Year Fixed Mortgage Rate
- 2) Existing Home Sales
- 3) New Home Sales

Along with national data on each slide, we provide talking points about why agents need to know these numbers for their business and how to use them when talking to clients.

After discussing the national trends, we highly recommend including data about your local market and specific numbers from your office. We have included slides in your sales meeting presentation; All you need to add are your numbers. We recommend:

- 1) Overall Market Production Numbers (easily found inside your MLS)
 - Number of homes currently active in your market
 - Number of solds last month
 - Number of pendings last month
- 2) Office Numbers (especially in areas where your office is outpacing its competitors).
These could include:
 - Number of listings taken YTD and last month
 - Units closed YTD last month
 - Sales volume YTD
 - Average DOM from list to pending and from pending to close
 - Average and Media list price and sales price

Understanding national trends and their impact on the local market will give your agents a competitive advantage. Professionals who can provide accurate and up-to-date market information to clients differentiate themselves from their competitors. This expertise builds trust and attracts clients who value informed decision-making.