**Spark Your Business**

Send your contact list a letter that educates about the absorption rate for your local market and why it is important. Be sure to let them know you are available to answer any real estate questions.

**TIP:** *Preparing a monthly absorption rate report for your local market is a good practice. Understanding the absorption rate in your market provides invaluable insights into the pace at which properties are selling and aids in informed pricing strategies. Sharing this with your clients will help guide them in their decision-making process.*

**SAMPLE LETTER**

Dear <insert name>,

Knowing the real estate market’s impact on your home’s value is critical. It helps you make informed decisions about selling, renovating, or investing. Understanding these trends empowers more thoughtful financial planning, ensuring your home remains a valuable asset in the long run.

One key number that is important to understand is the Absorption Rate. In the housing market, it measures the speed at which available properties are sold within a specific time frame, indicating the market’s ability to absorb (or sell) available inventory. Nationally, the absorption rate for existing homes for sale is around <insert # of months>. In our local area, the absorption rate is about <insert months>.

I’ve included a current Absorption Rate report broken into different price ranges. I believe you’ll find this interesting. Please get in touch with me if you’d like more information on what’s happening in our real estate market. I’m happy to share more details.

Sincerely,

Name

Company

Contact Information