

Excerpts from 2015 Profile of Home Buyers and Sellers Part 2: Sellers

19 Big Takeaways

From Carla Cross
Survey from National Association of
REALTORS® Research Division

The Voice for Real Estate®



Characteristics of Sellers



2015 PROFILE OF HOME BUYERS AND SELLERS - Chapter 6: Home Sellers and Their Selling Experience

EXHIBIT 6-29 METHOD OF SALE, BY BUYER AND SELLER RELATIONSHIP

(Percentage Distribution)

Buyer and Seller Relationship	Seller Knew Buyer	Seller did not know Buyer
All Sellers	6%	94%
Sold home using an agent or broker	3	97
Seller used agent/broker only	3	97
Seller first tried to sell it themselves, but then used an agent	4	96
For sale by owner (FSBO)	36	64
Sold home without using a real estate agent or broker	36	64
First tried with an agent, but then sold home themselves	35	65
Other	51	49

EXHIBIT 6-30 METHOD USED TO SELL HOME, 2001-2015

(Percentage Distribution)

	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Sold home using an agent or broker	79%	83%	83%	85%	84%	85%	84%	85%	85%	87%	88%	88%	89%	89%
For sale by owner (FSBO)	13	14	14	13	12	12	13	11	9	9	9	9	9	8
Sold to home buying company	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Other	7	3	3	2	3	2	2	3	3	3	2	2	2	2

EXHIBIT 6-31 SALES PRICE COMPARED WITH LISTING PRICE, BY REGION

(Percentage Distribution of Sales Price as a Percent of Listing Price)

	All Sellers	SELLERS WHO SOLD A HOME IN THE			
		Northeast	Midwest	South	West
Less than 90%		13%	11%	9%	6%
90% to 94%	15	20	14	15	13
95% to 99%	41	36	46	41	37
100%	24	22	21	27	23
101% to 110%	8	7	5	6	15
More than 110%	3	2	3	2	7
Median sales price as a percent of listing price	98%	97%	97%	98%	99%

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EXHIBIT 6-32 SALES PRICE COMPARED WITH LISTING PRICE, BY SELLER URGENCY

(Percentage Distribution of Sales Price as a Percent of Listing Price)

	All Sellers	SELLER NEEDED TO SELL		
		Very urgently	Sometimes urgently	Not urgently
Less than 90%		13%	10%	6%
90% to 94%	15	16	15	15
95% to 99%	41	31	42	43
100%	24	23	24	25
101% to 110%	8	11	7	9
More than 110%	3	4	3	2
Median sales price as a percent of listing price	98%	97%	98%	98%

EXHIBIT 6-33 NUMBER OF WEEKS RECENTLY SOLD HOME WAS ON THE MARKET, BY REGION

(Percentage Distribution)

	All Sellers	SELLERS WHO SOLD A HOME IN THE			
		Northeast	Midwest	South	West
Less than 1 week		5%	7%	6%	5%
1 to 2 weeks	36	32	36	33	43
3 to 4 weeks	12	12	11	12	13
5 to 6 weeks	6	6	7	6	5
7 to 8 weeks	7	6	7	8	5
9 to 10 weeks	3	4	3	5	5
11 to 12 weeks	7	5	6	6	8
13 to 16 weeks	4	6	6	4	3
17 to 24 weeks	6	5	6	6	4
25 to 36 weeks	5	7	4	5	4
37 to 52 weeks	5	10	5	4	3
53 or more weeks	3	5	2	4	1
Median weeks	4	4	4	4	3

EXHIBIT 6-34 SALES PRICE COMPARED WITH LISTING PRICE, BY NUMBER OF WEEKS HOME WAS ON THE MARKET

(Percentage Distribution of Sales Price as a Percent of Listing Price)

	All Sellers	SELLERS WHOSE HOME WAS ON THE MARKET FOR					
		Less than 1 week	1 to 2 weeks	3 to 4 weeks	5 to 6 weeks	9 to 16 weeks	17 or more weeks
Less than 90%		4%	1%	5%	8%	11%	28%
90% to 94%	15	3	5	13	16	23	31
95% to 99%	41	24	33	55	56	54	30
100%	24	50	39	20	17	9	7
101% to 110%	8	9	17	5	2	2	2
More than 110%	3	10	5	1	1	2	1
Median sales price as a percent of listing price	98%	100%	100%	97%	97%	96%	93%

2015 PROFILE OF HOME BUYERS AND SELLERS - Chapter 7: Home Selling and Real Estate Professionals

EXHIBIT 7-3 NUMBER OF AGENTS CONTACTED BEFORE SELECTING ONE TO ASSIST WITH SALE OF HOME
(Percentage Distribution)

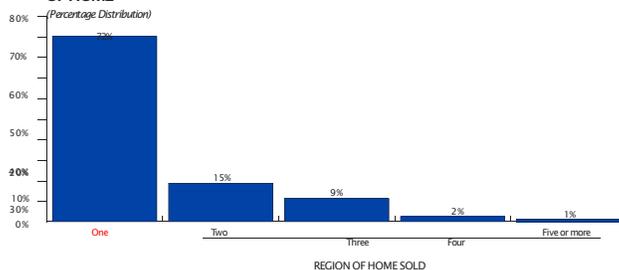
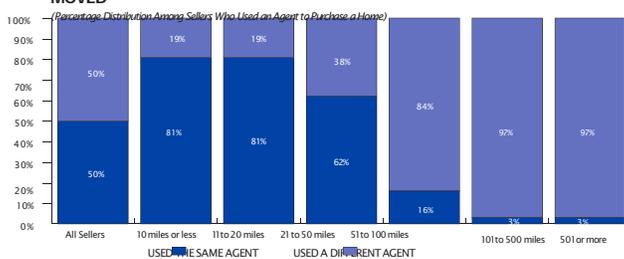


EXHIBIT 7-4 SELLER USED SAME REAL ESTATE AGENT FOR THEIR HOME PURCHASE, BY MILES MOVED
(Percentage Distribution Among Sellers Who Used an Agent to Purchase a Home)



2015 PROFILE OF HOME BUYERS AND SELLERS - Chapter 7: Home Selling and Real Estate Professionals

EXHIBIT 7-12 WOULD SELLER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS
(Percentage Distribution)

All sellers	10 miles or less	11 to 20 miles	21 to 50 miles	51 to 100 miles	101 to 500 miles	501 miles or more
Definitely	67%	69%	67%	67%	68%	60%
Probably	17	18	19	13	12	20
Probably Not	7	6	6	9	8	9
Definitely Not	7	6	8	9	11	9
Don't Know/Not Sure	1	1	1	2	2	2
Less than 1 percent						

EXHIBIT 7-13 HOW MANY TIMES SELLER RECOMMENDED AGENT
(Percentage Distribution)

All Sellers	
None	0
One time	13
Two times	17
Three times	12
Four or more times	20
Times recommended since buying (median)	1

EXHIBIT 8-4 TYPE OF HOME SOLD, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

	All Sellers	FSBO			Agent-Assisted
		All FSBO	Seller knew Buyer	Seller did not know Buyer	
Detached single family home	81%	75%	86%	72%	82%
Townhouse/row house	6	2	3	2	6
Duplex, Apartment, condo in 2 to 4 unit building	2	1	3	-	2
Apartment, condo in a building with 5 or more units	5	7	3	9	5
Mobile/manufactured home	3	10	9	10	2
Other	3	6	4	6	3

*Less than 1 percent

EXHIBIT 8-5 LOCATION OF HOME SOLD, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

	All Sellers	FSBO			Agent-Assisted
		All FSBO	Seller knew Buyer	Seller did not know Buyer	
Suburb/Subdivision	9%	28%	23%	32%	51%
Small town	19	18	28	29	18
Urban area, Central city	16	15	9	18	16
Rural area	14	24	38	13	13
Resort/Recreation area	3	3	3	6	3

EXHIBIT 8-6 SELLING PRICE, FSBO AND AGENT-ASSISTED SELLERS

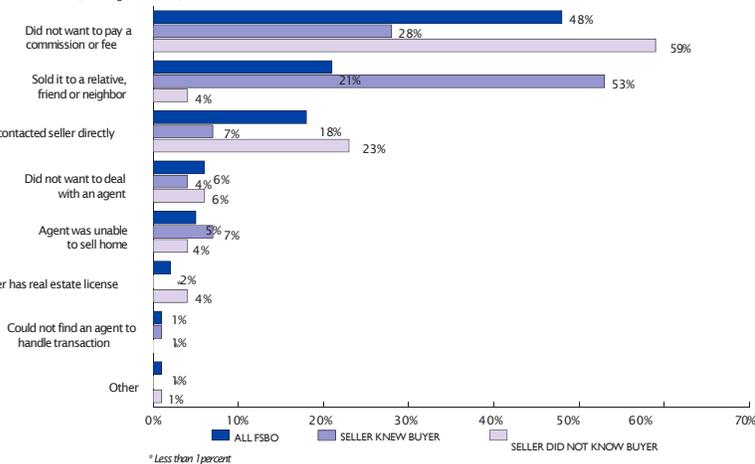
(Percentage Distribution)

	All Sellers	AGENT-ASSISTED					
		All FSBO	Seller knew Buyer	Seller did not know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Median selling price	\$245,000	\$210,000	\$151,900	\$223,800	\$249,000	\$249,000	\$228,000
Sales price compared with asking price:							
Less than 90%	9%	13%	9%	15%	9%	9%	13%
90% to 94%	15	13	14	12	15	15	46
95% to 99%	41	35	30	37	41	42	33
100%	24	34	45	29	23	23	8
110% to 119%	6	5	-	5	6	6	-
120% to 129%	3	2	3	2	3	3	-
130% to 139%	2	2	2	2	2	2	-
140% to 149%	1	1	1	1	1	1	-
150% to 159%	1	1	1	1	1	1	-
160% to 169%	1	1	1	1	1	1	-
170% to 179%	1	1	1	1	1	1	-
180% to 189%	1	1	1	1	1	1	-
190% to 199%	1	1	1	1	1	1	-
200% to 209%	1	1	1	1	1	1	-
210% to 219%	1	1	1	1	1	1	-
220% to 229%	1	1	1	1	1	1	-
230% to 239%	1	1	1	1	1	1	-
240% to 249%	1	1	1	1	1	1	-
250% to 259%	1	1	1	1	1	1	-
260% to 269%	1	1	1	1	1	1	-
270% to 279%	1	1	1	1	1	1	-
280% to 289%	1	1	1	1	1	1	-
290% to 299%	1	1	1	1	1	1	-
300% to 309%	1	1	1	1	1	1	-
310% to 319%	1	1	1	1	1	1	-
320% to 329%	1	1	1	1	1	1	-
330% to 339%	1	1	1	1	1	1	-
340% to 349%	1	1	1	1	1	1	-
350% to 359%	1	1	1	1	1	1	-
360% to 369%	1	1	1	1	1	1	-
370% to 379%	1	1	1	1	1	1	-
380% to 389%	1	1	1	1	1	1	-
390% to 399%	1	1	1	1	1	1	-
400% to 409%	1	1	1	1	1	1	-
410% to 419%	1	1	1	1	1	1	-
420% to 429%	1	1	1	1	1	1	-
430% to 439%	1	1	1	1	1	1	-
440% to 449%	1	1	1	1	1	1	-
450% to 459%	1	1	1	1	1	1	-
460% to 469%	1	1	1	1	1	1	-
470% to 479%	1	1	1	1	1	1	-
480% to 489%	1	1	1	1	1	1	-
490% to 499%	1	1	1	1	1	1	-
500% to 509%	1	1	1	1	1	1	-
510% to 519%	1	1	1	1	1	1	-
520% to 529%	1	1	1	1	1	1	-
530% to 539%	1	1	1	1	1	1	-
540% to 549%	1	1	1	1	1	1	-
550% to 559%	1	1	1	1	1	1	-
560% to 569%	1	1	1	1	1	1	-
570% to 579%	1	1	1	1	1	1	-
580% to 589%	1	1	1	1	1	1	-
590% to 599%	1	1	1	1	1	1	-
600% to 609%	1	1	1	1	1	1	-
610% to 619%	1	1	1	1	1	1	-
620% to 629%	1	1	1	1	1	1	-
630% to 639%	1	1	1	1	1	1	-
640% to 649%	1	1	1	1	1	1	-
650% to 659%	1	1	1	1	1	1	-
660% to 669%	1	1	1	1	1	1	-
670% to 679%	1	1	1	1	1	1	-
680% to 689%	1	1	1	1	1	1	-
690% to 699%	1	1	1	1	1	1	-
700% to 709%	1	1	1	1	1	1	-
710% to 719%	1	1	1	1	1	1	-
720% to 729%	1	1	1	1	1	1	-
730% to 739%	1	1	1	1	1	1	-
740% to 749%	1	1	1	1	1	1	-
750% to 759%	1	1	1	1	1	1	-
760% to 769%	1	1	1	1	1	1	-
770% to 779%	1	1	1	1	1	1	-
780% to 789%	1	1	1	1	1	1	-
790% to 799%	1	1	1	1	1	1	-
800% to 809%	1	1	1	1	1	1	-
810% to 819%	1	1	1	1	1	1	-
820% to 829%	1	1	1	1	1	1	-
830% to 839%	1	1	1	1	1	1	-
840% to 849%	1	1	1	1	1	1	-
850% to 859%	1	1	1	1	1	1	-
860% to 869%	1	1	1	1	1	1	-
870% to 879%	1	1	1	1	1	1	-
880% to 889%	1	1	1	1	1	1	-
890% to 899%	1	1	1	1	1	1	-
900% to 909%	1	1	1	1	1	1	-
910% to 919%	1	1	1	1	1	1	-
920% to 929%	1	1	1	1	1	1	-
930% to 939%	1	1	1	1	1	1	-
940% to 949%	1	1	1	1	1	1	-
950% to 959%	1	1	1	1	1	1	-
960% to 969%	1	1	1	1	1	1	-
970% to 979%	1	1	1	1	1	1	-
980% to 989%	1	1	1	1	1	1	-
990% to 999%	1	1	1	1	1	1	-
1000% to 1009%	1	1	1	1	1	1	-
1010% to 1019%	1	1	1	1	1	1	-
1020% to 1029%	1	1	1	1	1	1	-
1030% to 1039%	1	1	1	1	1	1	-
1040% to 1049%	1	1	1	1	1	1	-
1050% to 1059%	1	1	1	1	1	1	-
1060% to 1069%	1	1	1	1	1	1	-
1070% to 1079%	1	1	1	1	1	1	-
1080% to 1089%	1	1	1	1	1	1	-
1090% to 1099%	1	1	1	1	1	1	-
1100% to 1109%	1	1	1	1	1	1	-
1110% to 1119%	1	1	1	1	1	1	-
1120% to 1129%	1	1	1	1	1	1	-
1130% to 1139%	1	1	1	1	1	1	-
1140% to 1149%	1	1	1	1	1	1	-
1150% to 1159%	1	1	1	1	1	1	-
1160% to 1169%	1	1	1	1	1	1	-
1170% to 1179%	1	1	1	1	1	1	-
1180% to 1189%	1	1	1	1	1	1	-
1190% to 1199%	1	1	1	1	1	1	-
1200% to 1209%	1	1	1	1	1	1	-
1210% to 1219%	1	1	1	1	1	1	-
1220% to 1229%	1	1	1	1	1	1	-
1230% to 1239%	1	1	1	1	1	1	-
1240% to 1249%	1	1	1	1	1	1	-
1250% to 1259%	1	1	1	1	1	1	-
1260% to 1269%	1	1	1	1	1	1	-
1270% to 1279%	1	1	1	1	1	1	-
1280% to 1289%	1	1	1	1	1	1	-
1290% to 1299%	1	1	1	1	1	1	-
1300% to 1309%	1	1	1	1	1	1	-
1310% to 1319%	1	1	1	1	1	1	-
1320% to 1329%	1	1	1	1	1	1	-
1330% to 1339%	1	1	1	1	1	1	-
1340% to 1349%	1	1	1	1	1	1	-
1350% to 1359%	1	1	1	1	1	1	-
1360% to 1369%	1	1	1	1	1	1	-
1370% to 1379%	1	1	1	1	1	1	-
1380% to 1389%	1	1	1	1	1	1	-
1390% to 1399%	1	1	1	1	1	1	-
1400% to 1409%	1	1	1	1	1	1	-
1410% to 1419%	1	1	1	1	1	1	-
1420% to 1429%	1	1	1	1	1	1	-
1430% to 1439%	1	1	1	1	1	1	-
1440% to 1449%	1	1	1	1	1	1	-
1450% to 1459%	1	1	1	1	1	1	-
1460% to 1469%	1	1	1	1	1	1	-
1470% to 1479%	1	1	1	1	1	1	-
1480% to 1489%	1	1	1	1	1	1	-
1490% to 1499%	1	1	1	1	1	1	-
1500% to 1509%	1	1	1	1	1	1	-
1510% to 1519%	1	1	1	1	1	1	-
1520% to 1529%	1	1	1	1	1	1	-
1530% to 1539%	1	1	1	1	1	1	-
1540% to 1549%	1	1	1	1	1	1	-
1550% to 1559%	1	1	1	1	1	1	-
1560% to 1569%	1	1	1	1	1	1	-
1570% to 1579%	1	1	1	1	1	1	-
1580% to 1589%	1	1	1	1	1		

2015 PROFILE OF HOME BUYERS AND SELLERS - Chapter 8: For-Sale-by-Owner (FSBO) Sellers

EXHIBIT 8-11 MOST IMPORTANT REASON FOR SELLING HOME AS FSBO

(Percentage Distribution)



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EXHIBIT 8-4 TYPE OF HOME SOLD, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

Type of Home	All Sellers	FSBO			Agent-Assisted
		All FSBO	Seller Knew Buyer	Seller did not know Buyer	
Detached single family home	41%	75%	60%	72%	42%
Semi/row/low house	6	2	3	2	6
Duplex/apartment/condo in 2 to 4 unit building	2	1	3	-	2
Apartment/condo in a building with 5 or more units	5	7	3	9	5
Mobile/manufactured home	3	10	9	10	2
Other	3	6	4	6	3

* Less than 1 percent

EXHIBIT 8-5 LOCATION OF HOME SOLD, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

Location	All Sellers	FSBO			Agent-Assisted
		All FSBO	Seller Knew Buyer	Seller did not know Buyer	
Suburb/Subdivision	49%	28%	23%	32%	51%
Small town	19	18	28	29	18
Urban area/Central city	18	15	9	18	16
Rural area	14	24	18	15	13
Resort/Recreation area	3	5	3	6	3

EXHIBIT 8-6 SELLING PRICE, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

Category	All Sellers	FSBO			AGENT-ASSISTED		
		All FSBO	Seller Knew Buyer	Seller did not know Buyer	All Agents assisted	Agents assisted only	First FSBO, then Agent assisted
Median selling price	\$245,000	\$219,000	\$151,900	\$223,800	\$249,000	\$249,000	\$228,000
Sales price compared with asking price:							
Less than 90%	9%	13%	9%	15%	9%	9%	13%
90% to 94%	15	13	14	12	15	15	46
95% to 99%	41	35	30	37	41	42	33
100%	24	34	45	29	23	23	8
101% to 110%	4	3	-	5	9	8	-
More than 110%	3	2	3	2	3	3	-
Median (sales price as a percent of asking price)	98%	98%	99%	98%	98%	98%	93%
Number of times asking price was reduced:							
None	57%	60%	61%	60%	56%	56%	22%
One	22	31	33	28	22	21	41
Two	12	6	3	8	12	12	33
Three	6	3	5	1	6	6	4
Four or more	4	2	-	2	4	4	-

* Less than 1 percent

19 Big Takeaways

The first 12 takeaways are listed in my video, Excerpts from *2015 Profile of Home Buyers and Sellers Part I: Buyers*. Below are the takeaways concerning sellers:

13. 89% of sellers used an agent to sell their home
 14. Homes sold in 2015 for 98% of list price
 15. The longer the home was on the market, the lower its sales price
 16. 72% of sellers interviewed only 1 agent
 17. 67% of sellers would use agent again or recommend; average recommendations: 1
 18. Average sales price for listed vs. FSBO sales: \$245,000 to \$210,000
 19. 21% of FSBO sales were seller knew buyer
- What do these statistics mean to you? How can you use them to
 - educate buyers and sellers?
 - To market yourself?



How Can I Help You?

- Carla Cross Coaching:
 - [Up and Running in Real Estate](#) (online) for Agents under 2 years in the business (includes mgr. coaching component)
 - [Career Achievement](#) for Agents (one-on-one)
 - [Leadership Mastery](#) for Owners/Managers/Team Builders (one-on-one)
- Resources/presentations which utilize facts to back up what you say:
 - [Your Complete Buyer's Agent's Toolkit](#)
 - [The Complete Power Listing System](#)
- Find out more at www.carlacross.com
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