

Building Trust With Knowledge

Data is a powerful tool for establishing your credibility and competence as a real estate agent. Understand how to present and interpret data with your clients to reiterate your value as a professional they can trust.

Find Up-to-Date Statistics Here

Brian Buffini's Real Estate Report

Bi-annual report aggregating relevant data from top real estate research institutions with an eye-catching design (included with Buffini & Company training programs).

National Association of REALTORS®

Access highlights of national home buyer and seller data. Most full reports are free for members.

Realtor.com

Access home price information by county and market trends by metro area (if information is available).

Brian Buffini on Facebook Live

Real estate leader and founder of Buffini & Company, Brian Buffini, presents and distills market trends on regular Facebook Lives (@BrianBuffini).

Pro-tip: A comparative market analysis is an excellent use of data that may move potential sellers to act.

For more ways to level up your performance with buyers and sellers, check out The Pathway to Mastery®—Advanced from Buffini & Company.

This real estate training program gives experienced agents the skills they need to reach new heights. Take the course today!



Common Real Estate Market Indicators

- ✓ Weeks/days on market.
- ✓ Median home price.
- ✓ Months of inventory.
- ✓ Number of active local listings.
- ✓ Existing home sales.
- ✓ New home construction.
- ✓ How many people are moving.
- ✓ Rent increases/decreases year-over-year.
- ✓ Average mortgage interest rate.

Benefits of Sharing Data

- ▶ Support general statements you make about the market with hard numbers.
- ▶ Help clients make confident, informed real estate decisions.
- ▶ Become a go-to source for context on the local market.
- ▶ Establish your competence as a market professional clients can trust!

Tips for Presenting Data

- ▶ Determine a goal of sharing the data (gain a listing, ease buyer concerns, etc.).
- ▶ Identify the most relevant statistics to avoid information overload.
- ▶ Turn key data points into fun-to-read social media infographics with online services like Canva.
- ▶ Always follow up with a call to answer questions or add additional context.