Agent *IV*

The right tool for each client

A quick guide for sellers, buyers and investors

QUICK PICKS

Listing appointment: CMA (Seller) + Net Sheet + Market Report

Writing an offer: CMA (Buyer: Offer Analysis) + Buyer Cost Estimate

Investor: Investment Analysis

First buyer meeting: Buyer Consultation + Affordability

Renter on the fence: Rent vs. Buy

Your farm: My Farm + Social Posts

SELLERS

CMA Generator (Seller) ●

Price the listing with real comps and a Suggested list price.

> **With clients:** Walk the seller through the actual sales behind the price, so the number rests on evidence, not opinion.

Market Report ●

Their neighborhood's prices, days on market and supply, branded as yours.

> **With clients:** Show whether their area is speeding up or slowing down, and why pricing right from day one matters.

My Listings

A one-page update for each seller every Monday, with a day-14 pricing check-up. You approve before it's shared.

> **With clients:** Keep sellers informed with weekly facts: new competition, price cuts nearby and their days on market. The day-14 check-up makes a price talk easier.

Open House Sign-In

Visitors sign in on your tablet, and the seller gets an attendance report.

> **With clients:** Give sellers proof of traffic after every open house, with names and follow-ups.

Net Sheet Estimator

What they walk away with after commission, title, taxes and payoff.

> **With clients:** Turn the price talk into the number they care about most: their check at closing.

Market Statistics

Long-run charts for their ZIP, city or community.

Pro and up

> **With clients:** Put this month in context with years of history, so one slow month doesn't feel like a crash.

Social Posts

Ready-to-post market images that promote their area.

> **With clients:** Show sellers you're marketing their whole area, not just posting their house.

INVESTORS AND LANDLORDS

Investment Analysis ●

Cap rate, cash-on-cash return and cash flow.

> **With clients:** Speak an investor's language: what the home earns each year and the return on their cash.

CMA Generator (Rental) ●

A lease rate from real rentals.

Shows only if your MLS has rentals.

> **With clients:** Set the rent with real leases nearby, so the home rents quickly at a price you can explain.

GROWING YOUR BUSINESS

My Farm

A Monday update on your ZIPs: new listings, price cuts, sales and expireds.

> **With clients:** Know your area's news first, so every call to a homeowner has something useful in it.

Market Report for a ZIP or city ●

Good for mailers and farm areas.

> **With clients:** Send homeowners a branded snapshot of their market: a reason to stay in touch all year.

● Uses one report credit. Every other tool is Unlimited.

Every report is branded as yours.

The right tool for each client

Buyers, and how to explain the market

BUYERS

Buyer Consultation

A two-page first-meeting packet: their market, and what a home really costs each month.

> **With clients:** Set expectations early: how fast homes are selling, whether there's room to negotiate, and the true monthly cost.

Mortgage Calculator

Payment, total interest, and what extra payments save.

> **With clients:** Show how the rate and the price move the payment, and how extra payments shorten the loan.

Rent vs. Buy

The year buying pulls ahead of renting.

> **With clients:** Show a renter, year by year, when owning starts to pay off compared with their rent.

Compare Homes

The homes they're torn between, side by side.

> **With clients:** Help a torn buyer decide with photos, facts, and pros and cons on one page.

CMA Generator (Buyer: Offer Analysis) ●

What to offer on a specific home.

Only for buyers under a written buyer representation agreement (Texas law).

> **With clients:** Back the offer with recent sales, so the buyer understands where the number comes from.

Affordability / Pre-Qual

A max price and payment from their income and debts.

> **With clients:** Start from a comfortable number, so you tour homes they can actually buy.

Buyer Cost Estimate

Cash to close and the all-in monthly payment.

> **With clients:** No surprises: the cash they'll need on closing day and the monthly cost with taxes and insurance.

New Build vs Resale

The builder's rate next to a resale with a seller concession.

> **With clients:** Compare a builder's rate deal with a resale concession in plain dollars, by year.

Draw your area

What sold and what's for sale inside the exact area they want.

> **With clients:** Show what's really selling on the streets they love, and how fast.

MARKET WORDS IN PLAIN ENGLISH

Median price

The middle sale: half of the homes sold for more, half for less. Steadier than an average, which one big sale can pull up.

Months of supply

How long today's listings would last at the current pace of sales. About 6 months is balanced; less favors sellers, more favors buyers.

Price per square foot

A quick way to compare homes of different sizes. Use it with similar homes, since lot, age and updates change it.

Days on market

How long homes take to go under contract. Rising days means buyers have more time and more choice.

Sale-to-list price

What homes sold for compared with their asking price. Under 100% means buyers are negotiating; over 100% means multiple offers.

Year over year

This period against the same period last year, so seasonal swings don't mislead your client.

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