



From Data to Dialogue:

Turn market insights into meaningful client conversations.

Using Market Data in Real Life:



From open houses to negotiations— use data to elevate every client interaction.

Now that you understand the metrics and know how to interpret the trends, it's time to put that knowledge into action. This guide is all about how to use your Priority Title Market Reports, powered by Altos, throughout the sales process to make smarter decisions, educate your clients, and stand out as a market expert.

Because let's be honest—great agents don't just understand the data... they know how to communicate it. They know how to use it to answer tough questions, guide strategy, and move deals forward with confidence.

By the end of this section, you'll have the language, tools, and confidence to bring market data into every stage of your business—and use it to build trust, close deals, and win more clients.

Let's dive in.



From Info to Action: Making the Market Work for You

Table of Contents

| | |
|-------------------------|-------|
| Market Report Overview | 01-02 |
| Quick Reference | 03 |
| How to Answer Questions | 04-06 |
| Seller Decisions | 07 |
| Buyer Decisions | 08 |
| Listing Presentations | 09 |
| Open Houses | 10 |

Priority Title Market Report Overview

The Market Action Index

An at-a-glance answer to "How's the market?", Altos' proprietary index lets you know if it's a buyer's or seller's market and which way the market is headed.

Search Any City or Zip Code:

Houses **Condos**

ENCINO, CA

Mon Mar 17 2025

This week the median list price for Encino, CA is \$3,679,500 with the market action index hovering around 34. This is about the same as last month's market action index of 34. Inventory has increased to 144. [Click here to stay informed with the Encino market!](#)

MARKET ACTION INDEX

MARKET NARRATIVE

In the last few weeks the market has achieved a relative stasis point in terms of sales to inventory. However, inventory is sufficiently low to keep us in the Seller's Market zone so watch changes in the MAI. If the market heats up, prices are likely to resume an upward climb.

REAL-TIME MARKET PROFILE

Encino, CA 3/17/2025

| | |
|------------------------------|-------------|
| Median List Price | \$3,679,500 |
| Median Price of New Listings | \$3,599,000 |
| Per Square Foot | \$876 |
| Average Days on Market | 125 |
| Median Days on Market | 56 |
| Price Decreased | 35% |
| Price Increased | 3% |
| Relisted | 24% |
| Inventory | 144 |
| Median Rent | \$10,500 |
| Market Action | 34 |

Slight Seller's Advantage

MEDIAN LIST PRICE

Market Segments

Click and drag in the plot area to zoom in.

— 7-Day Average — 90-Day Average

Despite this week's up tic, the market seems to have paused around this plateau. The Market Action Index is a good leading indicator for the durability of this shift.

MARKET SEGMENTS

Each segment below represents approximately 25% of the market ordered by price.

| Median Price | Sq. Ft. | Lot Size | Beds | Bath | Age | New | Absorbed | DOM |
|--------------|---------|--------------------|------|------|-----|-----|----------|-----|
| \$8,973,500 | 8,573 | 0.5 - 1 acre | 6 | 7.8 | 5 | 3 | 0 | 91 |
| \$4,485,000 | 5,178 | 0.25 - 0.5 acre | 5 | 5.8 | 47 | 3 | 3 | 56 |
| \$2,974,500 | 3,551 | 0.25 - 0.5 acre | 4 | 4 | 61 | 2 | 0 | 84 |
| \$1,798,950 | 2,030 | 6,500 - 8,000 sqft | 4 | 3 | 72 | 5 | 4 | 45 |

Real-Time Market Profile
All of today's key market indicators in one, easy-to-read chart, with trend lines to see how the indicator has changed over the past three months

Market Narrative
What do all these numbers mean? We break it down in plain English for buyers and sellers.

Market Segments
The high end of the market often behaves differently than the low end. See the trends at all the price points in your market.

Detailed Trends Chart
Run multi-year trend charts for 8 different market stats and compare how the market is performing in different price segments

Stats & Signals

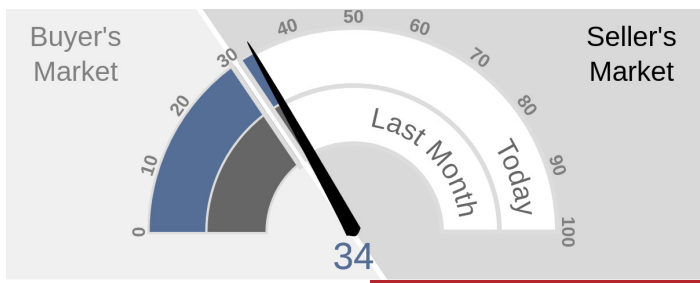
Key stats and how to interpret them.

| STAT | DESCRIPTION | SIGNAL |
|--|---|---|
| MARKET ACTION INDEX (MAI) | A proprietary Altos stat that provides a quick snapshot of supply and demand and overall market competitiveness. | Tells us whether it's a buyer's or seller's market, or if the market is heating up or cooling off. Helps us quickly see where prices are going to go in the future. |
| Median List Price | The median price of all homes currently for sale in the market. | Highly correlated with the eventual sales price of homes in 1-6 months and a leading indicator of home values in the future. Look at Median List Price as a barometer of sellers' current confidence levels, as current individual pricing decisions are based on recent pending and closed transactions. |
| Median Price of New Listings | The median price of homes that are just hitting the market. | An early indicator of home values trending forward, because it leads the Median List Price by several weeks (and leads transaction prices by 1-6 months). |
| Inventory | Tells you how many homes are for sale. | Watch the inventory count for early indicators that sellers are returning to the market, and how fast. Rising inventory typically favors buyers, while tightening inventory favors sellers. |
| Median/Average Days on Market (DOM) | A measure of transaction velocity – how long it takes homes to sell. | A non-seasonal increase in DOM could indicate some softness in the market; a drop in DOM points to a market that's heating up. |
| % Price Decreased | The percent of active listings that have received a price decrease is a measure of demand. | 30-35% is normal for price decreases. Above average points to slowing demand; below average means demand is rising. |
| % Price Increased | The percent of active listings that have received a price increase is a measure of demand. | 1-5% is normal for price increases. When price increases are above average or climbing, it's likely a sign of investor activity in a market, especially flips. |
| Percent Relisted | Points to deals falling through or listings expiring. In a normal market, we typically see Percent Relisted under 10% | As Percent Relisted increases, it tells us that weakening competition is creating opportunity for buyers. Run this number for different price segments, as the market for higher-priced homes may behave differently. |
| New Listings Count vs. Absorbed Count | Points to the velocity of the market: how fast properties are getting snapped up after they're listed. The market tends to move more quickly in the first half of the year. | Compares new listings entering the market versus homes being sold. If absorption exceeds new listings, demand is high, and inventory is tightening. If new listings exceed absorption, inventory builds up, favoring buyers. |



QUICK REFERENCE: IS IT BUYER'S OR SELLER'S MARKET

| FAVORS | MAI | DOM | % PRICE DECREASED | INVENTORY | NEW LISTINGS VS. ABSORBED | % RELISTED |
|----------------|-----|----------------|-------------------|----------------|---------------------------|----------------|
| Buyers | <30 | ↑ | ↑ | ↑ | New Listings Faster | ↑ |
| Neutral | 30 | Market Average | 30-35% | Market Average | Market Average | Market Average |
| Sellers | >30 | ↓ | ↓ | ↓ | Absorbed Faster | ↓ |



Buyers and sellers all want to know, “How’s the market?” That’s what makes market data a must-have for real estate professionals. It’s high-value content you can use to engage and bring in new clients, and it’s essential for working with your existing buyers and sellers.

| REAL-TIME MARKET PROFILE i | | |
|---|--|-------------|
| Encino, CA | | 3/17/2025 |
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| Market Action | | 34 |

How to Answer Buyer & Seller Questions with Market Data



Now that we've gone through the stats, you're ready to start answering buyer and seller questions like a pro. Here are a few of the most common questions we hear:

“How’s the market?”

You can use inventory, DOM, and price to answer this question, as well as the Market Action Index in your Altos report.

“As a matter of fact, inventory is super tight right now. There are only X homes on the market. What part of town or price range are you thinking?”

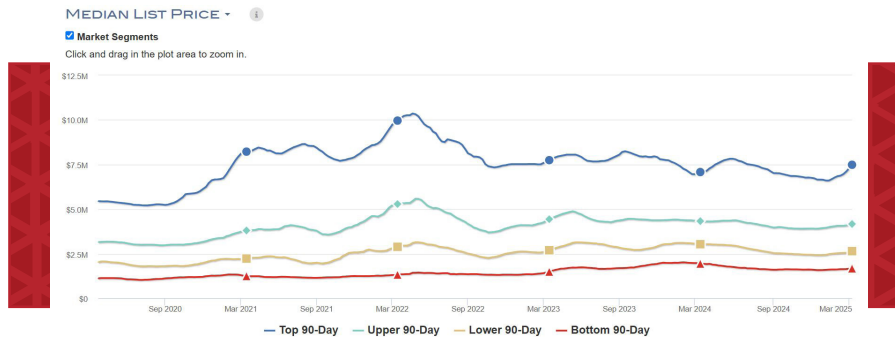
“Demand has been really strong this summer – our average DOM is only 40 days. That’s a lot faster than it usually is.”

“Prices are up this year. The median price in that area is X. What price range are you thinking?”

“It’s a seller’s market right now – inventory is tight, and demand is high. I use this metric called the Market Action Index, which actually helps us see where prices are going to go in the future.”

“What can I afford?”

We recommend looking at your Altos charts split into price ranges, using the “Market Segments” functionality, to see what’s happening in each price range.



“You can see we’re in the upper middle of the market in your price range. There are 4 new homes on the market this week. It’s actually the most in-demand segment in town.”

“It looks like, in your price range, you’d be able to afford a 3 bedroom 2 bath with about 2,400 sqft, but the inventory is very tight right now.”

“You may be able to get more for your money in X neighborhood. Let’s take a look at what’s available there.”

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How to Answer Buyer & Seller Questions with Market Data

▶ **“What’s going to happen in the market?”**

There are several signals in the data we can look at to gauge the future: MAI, price decreases, and price of new listings. You can also look at the seasonal rhythm of the market to provide guidance.

“We’re seeing a MAI of 40, and it’s climbing – this means it’s a strong seller’s market and it’s getting stronger.”

“A normal market might have 35% of homes taking a price reduction before they sell – we’re at 40%, which indicates that demand is a bit weak and prices should fall in the future.”

“We’re at about 25% price reductions, which is quite a bit lower than usual – this means demand is high, and homes are moving quickly and are probably getting multiple offers. I would anticipate that transaction prices will stay high for at least the next several months.”



“You can see that the price of new listings is climbing – this means listing agents see strong buyer demand. I would expect this trend to continue for at least the next few months.”

“We’re almost at the peak of the buying season – things will start to slow down later in the summer and into the fall.”

▶ **“Is now a good time to buy?”**

Look at the rhythm of the market using three years of data. Have a sense of where you are in the annual seasonal cycle. Then look in their price range segment and understand if their segment is where the demand is, by looking at DOM by their price range. If their segment is the high demand part of the market, they need to act quickly and clearly when they find the right property.

“It’s definitely a good time to buy! You just need the right information to have your best odds for success. Your price segment is actually moving more slowly than the rest of the market, so we might be able to get a good deal for you right now.”

-  **High Inventory:** More homes available ➔ **Favors buyers** (more choices, less competition).
-  **Low Inventory:** Fewer homes available ➔ **Favors sellers** (higher prices, quicker sales).

Seasonal Trends

- Inventory typically peaks in late June as more sellers list their homes.
- Inventory dips in January due to fewer new listings during the holidays.
- Peak season markets may see both rising inventory and rising prices simultaneously.

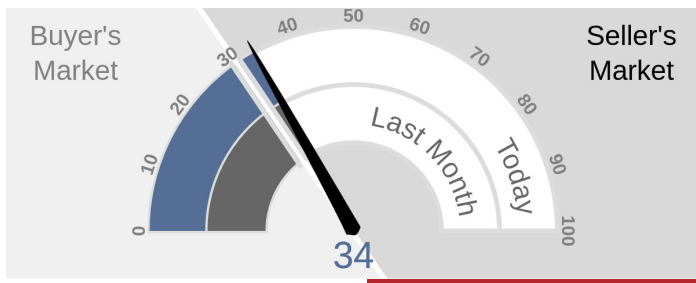
How to Answer Buyer & Seller Questions with Market Data

▶ **“Is now a good time to sell?”**

In addition to looking at seasonal trends, look at the MAI. If it's greater than 30 and moving up, that means there's solid buyer demand. Inventory is probably decreasing, and DOM is probably low or falling too. If the MAI is below 30 and falling, it's moving into buyer's market territory – still a good time to sell, as long as the house is priced appropriately so that you don't get stuck on the market too long.

“It's a great time to sell. There's a ton of demand and very low inventory. Homes are moving super fast.”

“The MAI is falling, and the market is starting to slow down. We should move quickly to get your home on the market soon, and make sure we price the house appropriately to move.”



| | | |
|-----------------------|--|-----|
| Median Days on Market | | 56 |
| Price Decreased | | 35% |
| Price Increased | | 3% |
| Relisted | | 24% |
| Inventory | | 144 |

▶ **“How much can I get for my home?”**

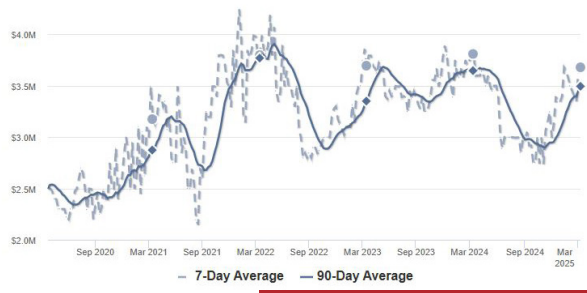
When you give a seller an idea of what their home might be worth at the moment, Altos data can help you put that number in context: how likely it is they'll get that price (inventory, % price decreased), how quickly they'll be able to sell (DOM), and how much competition they'll have (inventory, MAI).

“Comparable properties are selling right now for around \$700,000, but the market is heating up, so we might actually be able to do better than that.”

“Properties in your neighborhood and price range are moving quite fast at the moment, and there are fewer price decreases than usual. At that price we should be able to sell pretty quickly.”

“Inventory is starting to come back on the market, but it's still pretty tight. Now would be a great time to sell.”

Median List Price



Transactions & Negotiations - Buyer Decisions

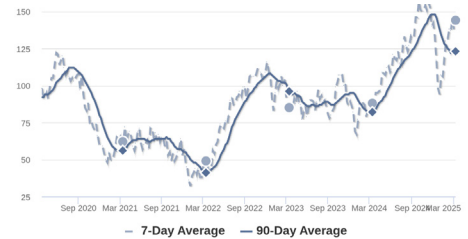
Buyer Decisions

While Altos data is great for helping your buyers understand what they can afford, it really shines when it comes to buyer strategy: when to buy, how fast to move, and how much to offer.

1. When to Buy

Start by identifying where you are in the seasonal cycle. Use the **3-year Median List Price** or **Inventory chart** to spot the rhythm of the market:

- Are we entering a high-demand season?
- Are prices climbing or leveling off?
- Is inventory expanding or shrinking?



"There's more selection in the spring, but prices are also higher. If you wait until fall, prices may dip—but there'll be fewer homes to choose from."

Now zoom in on their price segment. Use the Market Profile and DOM data:

- If **DOM** is rising and **price decreases** are up → buyers may have leverage.
- If **DOM** is dropping and **inventory is tight** → they'll need to act fast and be competitive.

2. How Fast to Move

DOM is your go-to here. If homes in their segment are selling quickly, coach them to be ready:

"Homes in this range are averaging just 18 days on the market. When you find the right one, we need to be prepared to move fast."

Use the **New Listings vs. Absorbed Count** to gauge buyer competition. If absorption is outpacing new inventory, urgency is key.

3. How Much to Offer

This is where Altos gives your buyers an edge. Use the data to shape realistic expectations and avoid emotional overbidding—or underbidding and losing out.

If **absorption** is high and **inventory** is low:

"Homes are going fast, and buyers are offering close to—or above—asking. We'll need to be aggressive here."

If **inventory** is rising and price reductions are common:

"This area is softening a bit. We may be able to come in under list and still have a strong shot."

Altos charts help you show the story, not just tell it—so your buyer understands the "why" behind the strategy.

Seller Decisions

While we've covered how to think about initial pricing in the Listing Presentations section, let's look at how to use data to inform three of the most common seller decisions while their home is on the market:



1. Considering a price reduction.

Watch the % Price Decreased metric. If your market is seeing 40% or more of listings take price reductions (compared to the normal 30–35%), it's a sign that demand is softening.

Pair this with Days on Market (DOM) and Inventory:

- If DOM is rising and inventory is building, buyer urgency is dropping.
- That's a strong signal that pricing may need to be adjusted to stay competitive.

"Roughly 42% of homes in this area are cutting prices right now, and inventory is up. Let's talk about a small reduction to stay in front of the trend."

REAL-TIME MARKET PROFILE

Never miss important changes in the Denver market.

| | | |
|-------------------|------------------------------------|-----------|
| Median List Price | | \$650,000 |
| Per Square Foot | | \$344 |
| Days on Market | Friday, Sep 11, 2020 42.22% | 60 |
| Price Decreased | | 43% |
| Price Increased | | 3% |

2. Should we accept this below-asking offer?

If the home has been on the market longer than the median DOM for its price segment—and if data shows that inventory is rising and price cuts are climbing—it may be smart to seriously consider the offer.

"You've been on the market 28 days. Most homes in this range are selling in 18. At the same time, more listings are cutting prices. This could be a smart time to move forward with a serious offer."

3. Should we take it off the market and relist later?

If no offers have come in after the expected DOM, and the seller is feeling discouraged, consider seasonality. Use the 3-year price and DOM trend charts to show when the market typically strengthens—and plan to relist when conditions are more favorable.

"This segment is slow right now, but if we wait until March, the data shows homes move faster and at stronger prices. Let's relist when demand is higher."



Pro Tip: Sellers often make emotional decisions—data helps you reframe the conversation around strategy. Altos Reports help them stay confident in you, even when the market gets tough.

Listing Presentations



In today's market, sellers are more informed than ever. They've checked their Zestimate, watched neighborhood activity on Redfin, and are often comparing agents before you even meet them. That's why your listing presentation needs more than just a strong CMA—it needs real-time market intelligence.

1. Set the Stage with Local Market Conditions

Bring up your market report for their zip code, and begin with the **Market Action Index (MAI)**:

"The MAI tells us whether we're in a buyer's or seller's market and how strong the momentum is. Right now, we're seeing inventory drop and demand pick up—that gives us pricing power."

Then review available **inventory** and **DOM** in the seller's price range:

"There are only X homes available in your segment. Homes like yours are moving in about 54 days right now, which is faster than normal."

2. Show the Price Activity in Their Market Segment.

Bring up the chart for the **Median List Price** and note where homes with similar characteristics are currently priced, and what's been happening over the past few months – are prices increasing or decreasing, and by how much (and how fast)?

"Pricing has been climbing steadily for the past few months. Based on that trend and your home's condition, we could price in the upper range of the segment."

Show the **% Price Decreased** metric to prepare them for pricing realities—remember that 30-35% is average:

"About a third of homes are taking price reductions right now. We want to price smart to stay ahead of that curve."

3. Add Seasonal Context

Pull up the **3-year price trend** and show how this time of year typically behaves:

"This chart helps us predict the rhythm of the market—prices often peak around June and cool in the fall. That timing can help us decide when to list and how to price for speed."

Include these charts in your leave-behind packet and mention they'll receive them weekly if they work with you. This keeps you positioned as their go-to market expert throughout the sale process.

Using Market Reports at Open Houses



Turn foot traffic into real conversations—with market data.

Open houses aren't just about showcasing the home—they're a chance to showcase your market knowledge and value as an agent. With Priority Title Market Reports powered by Altos Research, you can bring more than cookies and flyers to the table. By having **real-time, local market data** at your fingertips gives you a reason to engage—and gives visitors a reason to stay. Data makes it easy to break the ice and start meaningful conversations.

What to Bring:

Print out 3–4 key reports and display them near your sign-in area or on the kitchen counter:

- The **1-page summary** with the Market Action Index
- The **3-year price trend chart**
- A page for **Median List Price, Inventory, or Days on Market**

Slip each report into a plastic sleeve or laminate it, then tape it to a high-traffic spot. As visitors walk by, they'll naturally stop to look—and that's your moment to connect.

"Are you following what's happening in the market lately? These reports give you a live snapshot—let me walk you through it."

They'll typically ask one of the questions we outlined earlier, and you'll be ready to answer.

You can also show them the rhythm of the market and explain what's going on right now.

"Right now is a strong time to buy—prices are stable, but inventory is low. By early spring, we'll likely see inventory rise again... and with that, upward pressure on pricing."

Or:

"Homes like this one are moving in about 38 days, which is faster than the neighborhood average. That tells us buyer demand is strong right now."

You're not just giving opinions—you're sharing real-time data they can trust.

Conclusion

You're not just reading the market—you're leading it.

Congratulations on making it to the end of the guide! By now, you've gained a clear understanding of how to read, interpret, and put real-time market data into action. You've unlocked the tools to price more precisely, respond faster to shifts in demand, and communicate with confidence in every client conversation.

But this isn't the end. This is where it starts to work for you.

By incorporating Priority Title's Market Reports, powered by Altos Research, into your daily business, you're giving yourself an edge—one rooted in facts, clarity, and strategy. You're no longer reacting to the market; you're reading the signals ahead of the curve and guiding your clients with the confidence of a true market expert.

You now have more than data—you have a system for turning that data into action, results, and relationships that last.

Thanks for coming on this journey with us. We can't wait to see how you put this knowledge to work.

Let's grow together.
—The Priority Title Team

