

Moving from

For Sale to Sold



2010 Market Data for Southeast Portland

Pricing a home too high means it takes longer to sell and may result in the home not selling at all. The correct price strategy is critical to a home selling in the first 60 days. Only 44% of all homes listed for sale in Southeast Portland sold in 2010.

Total CDOM*	Total Homes Sold	OLP%***	LP%****	% of All Actives	Avg CDOM of Solds
0-30	911	98%	98%	16.4%	13
31-60	413	94%	96%	7.4%	44
61-90	264	89%	96%	4.7%	75
91-120	201	89%	97%	3.6%	103
121-180	275	89%	96%	4.9%	148
181-250	103	87%	97%	1.8%	198
Total**	2474				100
All Actives	5551				
Odds of Selling	44%				

The longer a home takes to sell, the lower the price. We will review your list price with you at least once every 30 days.

* Cumulative days on market is the total days a home is for sale by any company or agent regardless of actual listing number.

** Totals may not add up as some homes take longer than 250 days to sell. % of total sold rounded off.

*** OLP% = The percentage of difference between the Original List Price (OLP) and the sale price

**** LP% = The percentage of difference between the Last List Price (LP) and the sale price

All data from RMLS for Area 143, January - December 2010