

How To Read Agent Stats

What closed volume, days on market, and list-to-sale ratio actually mean. You will know how to read their track record before they present it to you.

Agents will present their statistics during your playoff interview. Most sellers do not know how to evaluate what they are hearing. This guide explains the five metrics that actually matter and what the numbers should look like for a championship agent in your market.

METRIC 1

List-to-Sale Price Ratio

What it is: The percentage of the listing price that the home actually sold for.

LEVEL	BENCHMARK
Championship level	97% to 100% or above
Average agent	93% to 96%
Red flag	Below 93%

On a \$1,000,000 home, the difference between a 97% and a 93% ratio is \$40,000. This single number is one of the most important indicators of an agent's ability to price correctly and negotiate effectively.

METRIC 2

Days on Market (DOM)

What it is: The average number of days their listings spend on market before going under contract.

LEVEL	BENCHMARK
Championship level	Under 30 days
Average agent	45 to 75 days
Red flag	Over 90 days

Every extra day on market costs you money in carrying costs: mortgage, taxes, insurance, utilities. It also signals to buyers that something may be wrong with the property, which weakens your

negotiating position.

METRIC 3

Closed Volume in Your ZIP Code

What it is: The number of homes they have sold in your specific neighborhood or ZIP code in the last 12 months.

LEVEL	BENCHMARK
Championship level	5 or more closed sales in your ZIP code
Acceptable	2 to 4 closed sales with strong overall volume
Red flag	No closed sales in your area

Local expertise matters. An agent who sells frequently in your neighborhood knows the comparable sales, the buyer pool, and the pricing nuances that a generalist does not.

METRIC 4

Active Listings vs. Closed Listings

What it is: The ratio of how many listings they currently have active versus how many they have closed this year.

LEVEL	BENCHMARK
Championship level	More closed than active
Caution	Equal active and closed
Red flag	Far more active than closed

An agent with 15 active listings and 4 closed sales this year is not closing. They may be great at winning listings and poor at selling them. You want the opposite.

METRIC 5

Price Range Specialization

What it is: Whether their closed sales are concentrated in your price range or scattered across all price points.

LEVEL	BENCHMARK
Championship level	Majority of sales within 20% of your home's value
Acceptable	Some sales in your range with strong overall metrics
Red flag	No history selling in your price range

A \$350,000 home and a \$2,000,000 home require completely different buyer pools, marketing strategies, and negotiation skills. Specialization in your price range is not optional. It is essential.

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