

YOUR COMPETITIVE SET

What buyers are comparing with your property

Fill in your property on the top row, then the five listings a buyer would most plausibly consider instead. If you cannot name five, that is useful information on its own.

SELLER TOOL · DIRECT COMPETITORS								
	ASKING PRICE	DAYS ON MARKET	BEDS / BATHS	SIZE	CONDITION	GARAGE	VIEW	FURNISHED
Yours								
1								
2								
3								
4								
5								

Where does my property win?

Where does it lose?

TUCKER'S TIP

Be honest in the second column. Every property loses somewhere. The ones that sell are the ones where the seller knew the weakness in advance and either fixed it or priced for it.