



WBS 101 Activity 2 Identifying Top Listings

Every Realtor® should know the top 5-7 listings in each price range in every town that they serve. Knowing the inventory and neighborhoods is a vital part of your job and something you need to continually work on.

1. To identify top listings initially
 - a. Using \$50,000 increments, browse the MLS in a specific town and narrow down properties that you believe will be a top 5-7 home.
 - b. Once your list is paired down, research the properties.
 - i. Are there any issues?
 - ii. Why is the home nicer but priced at a lower price?
 - iii. Call the listing Realtor® or preview the home if possible
 - c. Keep a file with the top 5-7 homes current
 - d. Check your MLS's hot sheet to learn if one of these properties has gone under contract and identify new top 5-7 properties.
2. Repeat for each price range.
3. Repeat for each town you serve.