BRYAN REALTY
• BRYANREALTY.COM •

Your advocates. Your agents.®

HOW DAYS ON MARKET AFFECTS YOUR *Negotiating Power.*

The longer a home stays on the market, the more negotiating opportunities may open up—but every situation is unique. Understanding Days on Market (DOM) can help you make smarter buying and selling decisions.



WHAT IS DAYS ON MARKET?

WHAT IS DOM?
Days on Market (DOM) measures how many days a home has been actively listed before going under contract.

NEW LISTINGS (0–14 DAYS)
Fresh listings typically receive the most attention and often have stronger pricing power.

HOMES ON THE MARKET 30+ DAYS
Longer market times can signal pricing concerns, changing market conditions, or simply less buyer traffic.

MORE TIME = MORE NEGOTIATION
Buyers may have additional leverage to negotiate price, closing costs, repairs, or contingencies.

EVERY HOME IS DIFFERENT
Location, condition, price, and demand all influence how much negotiating power buyers actually have.

WHAT THIS MEANS FOR YOU

FOR BUYERS:
- Don't assume every older listing has problems—many simply need the right buyer.
- Ask your agent about recent price reductions and seller motivation.
- Consider negotiating:
  - Purchase price
  - Repairs
  - Home warranty
  - Seller-paid closing costs
  - Flexible closing timeline
- Strong financing and reasonable offers still stand out.

FOR SELLERS:
- Price your home correctly from the beginning to avoid extended market time.
- Keep your home show-ready for every showing.
- Respond quickly to buyer feedback and adjust your strategy if needed.
- If your home isn't getting offers, review pricing, marketing, and presentation with your agent.

TIPS TO MAXIMIZE YOUR NEGOTIATING POSITION

KNOW THE LOCAL MARKET
Compare similar homes and current inventory.

WATCH PRICE REDUCTIONS
Multiple reductions may indicate increased seller flexibility.

MAKE A STRONG FIRST OFFER
Support your offer with market data.

STAY FLEXIBLE
Terms like closing dates and contingencies can be just as valuable as price.

WORK WITH AN EXPERIENCED AGENT
A knowledgeable agent helps identify opportunities and negotiate the best outcome.

Every home tells a different story.
Let market timing work in your favor.

We open doors to more than homes—
we open doors to opportunity.

901-401-2208 | BRYANREALTY.COM |

BRYAN REALTY GROUP | YOUR ADVOCATES. YOUR AGENTS.®