



Client Check Ins

Date Launched: 6/20

Seller Tracker (password is last name): [Click Here](#)

Original List Price: \$355,000

Current List Price: \$320,000

Current Check In Date: 11/05

CDOM: 138

Total Showings Since Last Check In: 0

Total Showings: 20

Feedback from last showings: NA

Total Agents That Sent To Buyers: 235

Total Zillow Views: 360(in the last 30days)

Total Zillow Saves: 19 (in the last 30days)

Total [Realtor.com](#) Deep Dives: 349 (from 6/20 - 11/01)



Current Check In Date: 10/29

CDOM: 131

Total Showings Since Last Check In: 1

Total Showings: 20

Feedback from last showings: They really liked the home and were shortlisted. Need to follow up with them tomorrow, 10/28 for an update. 11/2 Offer in hand and negotiating

Total Agents That Sent To Buyers: 233

Total Zillow Views: 350(in the last 30days)

Total Zillow Saves: 22 (in the last 30days)

Total [Realtor.com](https://www.realtor.com) Deep Dives: 339 (from 6/20 - 10/29)

Current Check In Date: 10/22

CDOM: 124

Total Showings Since Last Check In: 0

Total Showings: 19

Feedback from last showings: NA

Total Agents That Sent To Buyers: 230

Total Zillow Views: 293 (in the last 30days)

Total Zillow Saves: 16 (in the last 30days)

Total [Realtor.com](https://www.realtor.com) Deep Dives: 337 (from 6/20 - 10/18)

Current Check In Date: 10/15

CDOM: 117

Total Showings Since Last Check In: 0

Total Showings: 19

Feedback from last showings: NA

Total Agents That Sent To Buyers: 221

Total Zillow Views: 288 (in the last 30days)

Total Zillow Saves: 15 (in the last 30days)

Total [Realtor.com](https://www.realtor.com) Deep Dives: 337 (from 6/20 - 10/11)

Current Check In Date: 10/08

CDOM: 110

Total Showings Since Last Check In: 0

Total Showings: 19

Feedback from last showings: NA

Total Agents That Sent To Buyers: 216

Total Zillow Views: 332 (in the last 30days)

Total Zillow Saves: 17 (in the last 30days)

Total [Realtor.com](https://www.realtor.com) Deep Dives: 281 (from 6/20 - 10/4)

Current Check In Date: 10/01

CDOM: 103

Total Showings Since Last Check In: 0

Total Showings: 19

Feedback from last showings: NA

Total Agents That Sent To Buyers: 183

Total Zillow Views: 338 (in the last 30days)

Total Zillow Saves: 15 (in the last 30days)

Total [Realtor.com](https://www.realtor.com) Deep Dives: 313 (from 6/20 - 9/27)

Current Check In Date: 9/26

CDOM: 97

Total Showings Since Last Check In: 0

Total Showings: 19

Feedback from last showings: NA

Total Agents That Sent To Buyers: 228

Total Zillow Views: 374 (in the last 30days)

Total Zillow Saves: 18 (in the last 30days)

Total [Realtor.com](https://www.realtor.com) Deep Dives: 305 (from 6/20 - 9/222)

Notes: We called through all agents who have shown the home and buyers didn't fully say no but also didn't want to move forward with an offer at the time. There were 6 total outstanding. We spoke to 5...2 of them have put search on hold...1 is still working to sell their home in Florida and wants a two story now...2 moved forward with another home (1 resale and 1 new build). In the last two weeks only 1 home in the neighborhood has gone pending. Feedback from other agents with listings in the area is showings are down with some not having any in the past 2-3 weeks. We have also reached out to all the buyers agents who have sent the home out. No one that is a hot opportunity to get in the door.

Current Check In Date: 9/17

CDOM: 89

Total Showings Since Last Check In: 0

Total Showings: 19

Feedback from last showings: NA

Total Agents That Sent To Buyers: 221

Total Zillow Views: 433 (in the last 30days)

Total Zillow Saves: 25 (in the last 30days)

Total [Realtor.com](https://www.realtor.com) Deep Dives: 207 (from 6/20 - 9/14)

Current Inventory in Neighborhood: 92 homes including new builds listed

Price Drops in Neighborhood Past 7 Days: 9 including new builds listed

Total Pending (under contract) In Neighborhood past 7 days: 3 (2 new builds and 1 resale. The 1 resale was 105 days on market before going under contract)

Total homes in direct competition (based on size and price): 13

Notes: We are still getting showings and views are still going up. We have called through all of the agents that have sent out the home in the past 30 days. 2 people right now who could be looking to bring a buyer through in the next two weeks. Unfortunately in the neighborhood the past week has been slow. No other pending and and we have had a few more homes jump to be in direct competition with us. We adjusted the main photo and updated the description to drive more into the current value of home compared to others.

Current Check In Date: 9/11

CDOM: 83

Total Showings Since Last Check In: 3

Total Showings: 19

Feedback from last showings:

17th Showing: They visited the home twice and we made it in their top two for resale. They ended up moving forward with a new build largely due to incentives and then of course it being new. They like the floor plan a lot and even though minor repairs were needed they felt it was in overall good condition.

18th Showing: Client liked the floor plan and pricing but they are just getting started with the search. The biggest thing that has them wanting to review more is the new build incentives being offered.

19th Showing: The house showed well and they liked the layout. There are some minor updates/repairs the buyer could see themselves needing to make upon moving in but it isn't a deal breaker. We are on their short list.

Total Agents That Sent To Buyers: 261

Total Zillow Views: 468 (in the last 30days)

Total Zillow Saves: 27 (in the last 30days)

Total [Realtor.com](https://www.realtor.com) Deep Dives: 207 (from 6/20 - 9/7)

Current Check In Date: 9/3

CDOM: 75

Total Showings Since Last Check In: 6

Total Showings: 16

Feedback from last showings:

11th Showing: They liked the home layout and felt it was in good condition. Really wanting a 3rd bathroom but not a deal breaker. The biggest thing is they are looking from Buda to San Antonio. They have to sell their home in Miami to buy and they are currently trying to figure out what to do to make that happen.

12th Showing: Buyers are still wanting to look and we are not an option as of right now. Said house showed well and condition was good but overall buyers are not in a rush.

13th Showing: Liked the floor plan and felt the overall home was in good condition. Some minor things like dry wall fixes and paint came up but they said it was all minor. They had multiple homes though they were viewing.

14th Showing: Buyers wanting to go a different direction. No negative feedback but just not for them. The agent said the floorplan is nice and that the pricing was good.

15th Showing: 8/30 texted for feedback nothing. 9/2 Called and no answer..sent another text

16th Showing: The clients just didn't like the sunfield community so they are going with another neighborhood. The agent said the house showed well and was priced appropriately.

Total Agents That Sent To Buyers: 252

Total Zillow Views: 480 (in the last 30days)

Total Zillow Saves: 33 (in the last 30days)

Total [Realtor.com](#) Deep Dives: 67 (in last 30 days)

Current Inventory in Neighborhood: 91 homes including new builds listed

Price Drops in Neighborhood Past 7 Days: 11 including new builds listed

Total Pendings (under contract) In Neighborhood past 7 days: 1

Total homes in direct competition (based on size and price): 4

Notes: Right now with showings continuing to come through and us being at our lowest price we will continue to push forward through the remainder of the year. If a buyer does come and the Alejandros want to do a new build they will find a short term rental. We will continue to reverse prospect calling on agents. Right now of those that showed there are two where the buyers haven't made a final decision that we will stay on top off.

Current Check In Date: 8/20

CDOM: 61

Total Showings Since Last Check In: 0

Total Showings: 10

Feedback from last showings:

Total Agents That Sent To Buyers: 207

Total Zillow Views: 436 (in the last 30days)

Total Zillow Saves: 24 (in the last 30days)

Total [Realtor.com](https://www.realtor.com) Deep Dives: 170

Text message sent by Andrew to The Alejandros: *Wish I had more of an update after our price decrease but as you know no more showing requests. But to give some context of homes between 1700-2200 we are one of 4 priced below 340k and the only one below 330k. There is one right at 331k. Of all homes for sale in neighborhood we are 1 of 8 below 330k (this is of any sqft but all of them are below us in sqft). We have had roughly 30 buyers agents send out the home after the price decrease until today which we have called all. 3 said they might have someone to take by but time will tell on that one. Let's just keep patient and we will do a full check in next week so I can head thoughts about September etc. let me know if you have any questions or need anything*

Current Check In Date: 8/12

CDOM: 53

Total Showings Since Last Check In: 5

Total Showings: 10

Feedback from last showings:

6th Showing: 7/30 They said that they liked the layout but didn't like the neighbors yard. I reached back out to hear if we were an option and I didn't hear anything. 8/7 Called (NA). Texted back and the client is going to continue to look.

7th Showing: Initially, we were part of their top three options, but they decided to shift their search to lower price points and have since expanded their home search outside of Sunfield.

8th Showing: Initial feedback was that the home didn't feel as warm or "homey" as they expected, and they felt it could be staged differently. That said, once they walked through, they did like the layout and are continuing to consider it. As of 8/4, we are still an option as they work through their numbers. 8/7 Called and NA, 8/11 still an option but the clients are trying to work through the numbers on how to make purchase work. Not off the table.

9th Showing: This buyer felt the home was a bit darker inside and noted a light pet odor. They also mentioned the neighboring yard as a downside. We followed up on 8/4 to see if we're still being considered but haven't heard back yet. 8/7 The buyers have another offer on a home. We were second. The offer might not get accepted so check back in. 8/11 Called and texted.

10th Showing: We're still an option for this buyer. The home is at the top end of their budget, so they're currently working with their lender to see how the numbers play out. We'll stay in touch for updates. 8/11 Said the client is heavily leaning towards new builds.

Total Agents That Sent To Buyers: 168

Total Zillow Views: 412 (in the last 30 days)

Total Zillow Saves: 21 (in the last 30 days)

Total [Realtor.com](#) Deep Dives: 156

Discussed: Reviewed what current trends are with the recent pending. 10 out of 83 have gone pending in the last 45 days. Last two that have gone pending the average days on market was 90. Reviewed the plan if Mango ends up selling to another buyer and the strategy we could take over the next 2 months if Alejandro's are still open to selling. They are going to review their options and discuss if they want to do a price decrease and continue listing or just give it a few more weeks then remove the home from the market.

Current Check In Date: 7/24

CDOM: 34

Total Showings Since Last Check In: 3

Total Showings: 5

Feedback from last showings:

3rd Showing: The buyers really liked the home and the layout. One point of hesitation was the amount of carpet, which they mentioned wasn't their preference. We followed up with the agent to let them know a flooring allowance could potentially be offered to help with that, but haven't heard back yet. We'll reach out again and keep you posted if anything changes.

4th Showing: The buyers loved the layout and overall feel of the home. Moving from Florida. They loved the layout but wanted something more updated and went with a new build that was priced similarly outside the neighborhood.

5th Showing: Another buyer group loved the floor plan but ultimately chose a smaller home that better fit their budget and checked all their boxes. We've touched base with their agent and will stay connected in case anything shifts.

Total Agents That Sent To Buyers: 143

Total Zillow Views: 438 (in the last 30 days)

Total Zillow Saves: 18 (in the last 30 days)

Total [Realtor.com](https://www.realtor.com) Deep Dives: 83 (as of 7/16)

Discussed: Only 1 home in past 14 days has gone pending that wasn't a new build. Of those that have went pending in past 30 days ADOM has been 53. 11 homes currently on market under \$350k that are in competition with us in Sunfield. Reviewed next steps with a take away of the Alejandros working on understanding their bottom line. Pinnacle Team to send over 3 different net sheets for them to review.

Current Check In Date: 7/16

CDOM: 26

Total Showings Since Last Check In: 0

Total Showings: 2

Feedback from last showings:

Total Agents That Sent To Buyers: 138

Total Zillow Views: 483 (in the last 30days)

Total Zillow Saves: 19 (in the last 30days)

Total [Realtor.com](https://www.realtor.com) Deep Dives: 83

Current Check In Date: 7/9

CDOM: 19

Total Showings Since Last Check In: 0

Total Showings: 2

Feedback from last showings:

Total Agents That Sent To Buyers: 100

Total Zillow Views: 366

Total Zillow Saves: 9

Total [Realtor.com](https://www.realtor.com) Deep Dives: 48 (connection is down between MLS and realtor.com)

Discussed:

Within a 3-mile radius, there are 15 competing properties within 300 sq ft of our home that are priced below \$365K.

- **7 homes the same size or larger are priced at or below our current list price.**
- **Of those, 4 were originally priced higher than us, but have since reduced to match or drop below our price.**
- **5 homes within 250 sqft are currently listed under \$345K**

- Looking broader, there are 16 homes priced under \$340K, though they vary significantly in size.
- In the past 7 days alone, 18 homes in Sunfield have had a price reduction—a clear sign that sellers are adjusting to a shifting market.

Recommendation: Due to current active listings having price adjustments that are bringing them closer to our pricing and making us less desirable/competitive I am recommending that we remove the 10k incentive and drop the price from 355k to 339,900. This will adjust your net to be about \$5,000 lower than when we first showed you your net sheet. Andrew will be sending over an updated net sheet.

Current Check In Date: 7/2

CDOM: 12

Total Showings Since Last Check In: 2

Total Showings: 2

Feedback from last showings: 1st showing they are wanting to go with a newer home in the newer section since they can afford to go up on price a little. 2nd showing as of right now we are still an option but they are wanting to view other inventory. Will keep updated with the agent.

Total Agents That Sent To Buyers: 98

Total Zillow Views: 314

Total Zillow Saves: 8

Total [Realtor.com](https://www.realtor.com) Deep Dives: 48

Discussed: Reviewed showings and feedback. Talked through what we are currently seeing in sunfield with higher inventory, price decreases, and limited pendings. Reviewed next step strategies over the next few weeks if showings remain limited.

Check In: 6/24

CDOM: 5

Total Showings Since Last Check In: 0

Total Showings: 0

Feedback from last showings:

Total Agents That Sent To Buyers: 91

Total Zillow Views: 168

Total Zillow Saves: 4

Total [Realtor.com](https://www.realtor.com) Deep Dives: 20

Discussed: We reviewed what we are seeing in the area as our team had called 10 listing agents who have listings around 228 Lavender to see what traffic they got. Out of the 7 we spoke with there were a total of 3 showings between them all. We discussed average days on market again and how it is too soon currently to make any strategy change besides adjusting the marketing photos.