

Market Performance Report

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bright MLS

COMPETITIVE MARKET

DATE OF REPORT: 11/29/2023 05:54 PM EST REPORT ID: 1701298438243

Criteria

Radius:	5 miles from Leesburg, VA, 20176		
Price:	\$500000 - \$12000000		
Beds:	4+	Baths:	2+
Type:	Detached, End of Row/Townhouse, Interior Row/Townhouse		
Ownership:	Report includes all options		

Current

Current Active Competitors:	71
- DOM 0 - 45 days:	39
- DOM 46 - 90 days:	18
- DOM 91+ days:	14

Competitive Market Activity (Last 28 Days)

	11/2/23 11/8/23	11/9/23 11/15/23	11/16/23 11/22/23	11/23/23 11/29/23
New Listings	2	2	2	6
Active w/Contract	0	1	0	4
Pending	6	3	6	1
Closed	5	7	15	7
Expired or Withdrawn	0	0	0	0

COMPETITIVE SUMMARY

Avg Appts Before Contract

 2.38

Avg Portal Favorites

 11

Avg 4-Week Direct Email

 2.33

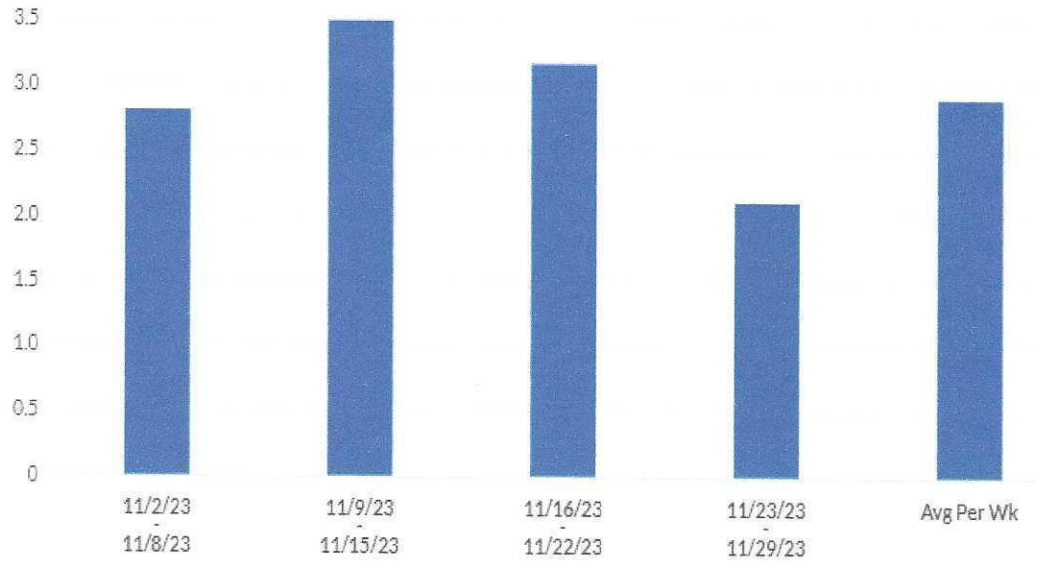
Avg 4-Week Auto Email

 68.21

MLS APPOINTMENT ACTIVITY

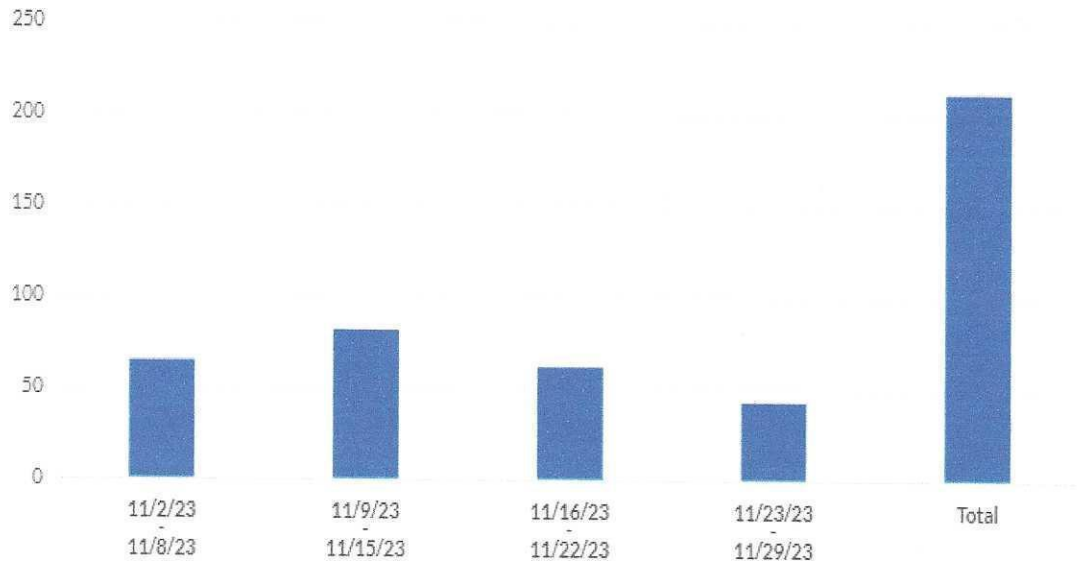
Scheduled Appointments:

Average Listing



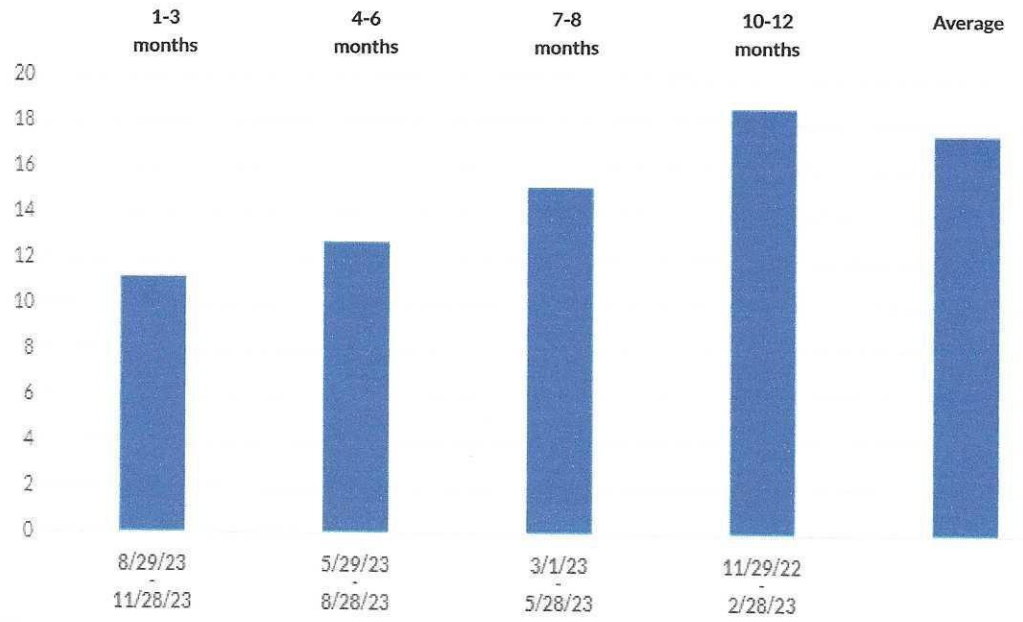
Avg Appts Per Listings	2.81	3.5	3.17	2.11	2.9
Listing Total Appointments	104	119	95	57	93.75
- On Market 0-45 days	80	102	69	48	74.75
- On Market 46-90 days	17	14	15	8	13.5
- On Market 91+ days	7	3	11	1	5.5

Total Agents Scheduling Appointments



Agents Showing Competitors Only	65	82	62	43	212
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**Average Appointments:
Before Contract v. DOM**



Listing Avg Appts Before Contract	11.2	12.72	15.17	18.65	17.5
Listing Average Closed v. Org Price	97.44%	97.76%	98.61%	96.83%	97.66%
Listing Average Days on Market	25	20	20	37	25

PORTAL ACTIVITY

Average Per Listing

