

Sales Meeting

BROCKPORT OFFICE – 9/6/22

"Your Family is our 1st Priority!"



Real Estate Services

Agenda

- 1st Priority – Mary Kern
- Market Share
- Market Inventory
- Market Conditions



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1st Priority

- Mary Kern



Automated Market Share (Lala Point)

- ->HSuite
- ->Marketing
- ->Automated Market Share (LALAPOINT)
 - Choose the desired area
 - Multiple ways to share!
 - Post Directly to Social Media
 - Video
 - Caption for Social Media
 - Graphics
 - Website
 - PDF for Presentations
 - Presentation Slide

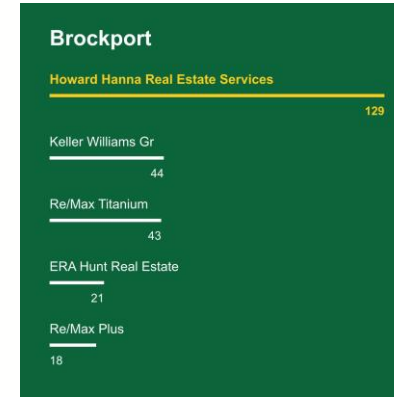
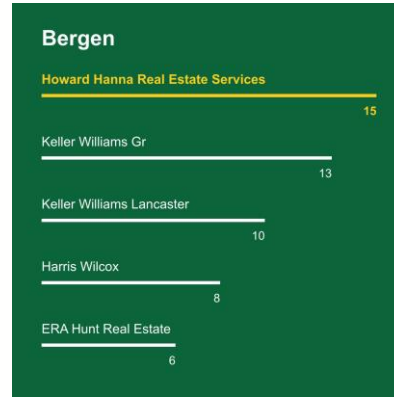
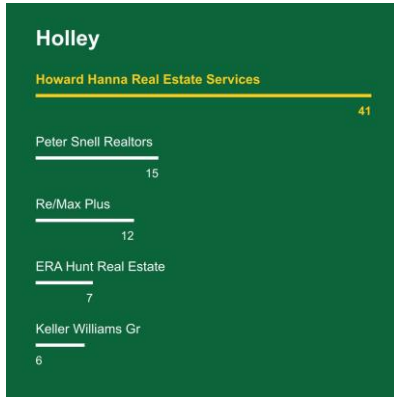
Ranked #1

Brockport

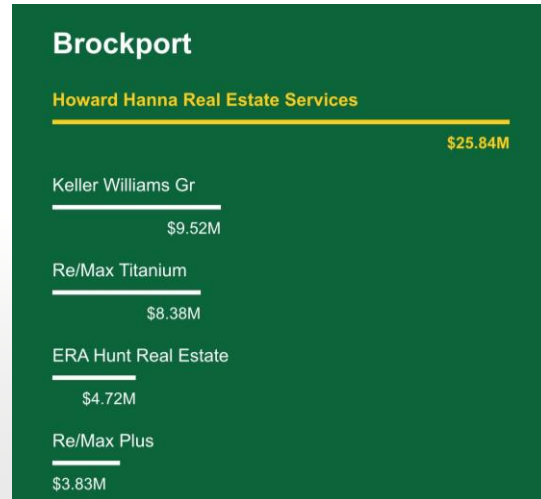
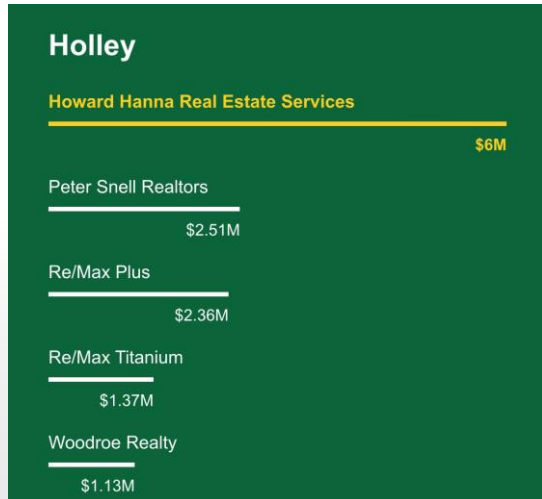
ALL PRICE PROPERTIES
BUYERS AND SELLERS REPRESENTED

**Howard
Hanna**

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| We are #1 in Units



| We are #1 in Volume

Market Inventory



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Current Single Family & Condo for Sale

(as of 9/5)

- Monroe County – 512 (635)
- Orleans County – 60 (60)
- Genesee County – 58 (46)
- 14420 – 10 (21)
- Brockport School Dist. – 17 (28)
- Albion School Dist. – 23 (27)
- Kendall School Dist. – 4 (5)
- Holley School Dist. – 5 (4)
- Byron-Bergen School Dist. - 4 (2)
- Hilton School Dist. - 21



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Market Conditions



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Market Conditions –June– Brockport Office

Year	Listings	Written (Units)	Closed (Units)
'18	18.5	\$1,400,350 (9.5)	\$870,900 (8)
'19	9	\$1,323,500 (11)	\$796,125 (6)
'20	14	\$3,713,651 (23)	\$1,547,000 (11)
'21	10	\$3,748,000 (18)	\$2,786,330 (17)
<u>'22</u>	<u>11</u>	<u>\$3,254,550 (18)</u>	<u>\$2,693,450 (13)</u>
5 Year Avg	12.5	\$2,688,010 (16)	\$1,738,761 (11)
Diff +/-	-12%	21%	55%

Market Conditions –July– Brockport Office

Year	Listings	Written (Units)	Closed (Units)
'18	5	\$1,305,500 (12)	\$561,800 (5)
'19	11	\$1,483,020 (13)	\$1,701,500 (12)
'20	4	\$3,575,300 (21)	\$2,747,727 (18)
'21	19	\$4,214,738 (25.5)	\$3,467,773 (22)
<u>'22</u>	<u>16</u>	<u>\$2,376,900 (13)</u>	<u>\$1,563,250 (12)</u>
5 Year Avg	11	\$2,591,091 (17)	\$2,008,410 (13.8)
Diff +/-	45%	-8%	-22%



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Thanks for coming!