ListerPros

FREE AGENT GUIDE

FOR PHOENIX + TUCSON AGENTS

The Market Data Playbook

The five numbers that answer 'how's the market?', the free sources that hold them for your ZIP, and the word-for-word translations that win the appointment.

The five-number system | Free AZ data sources | 4 fill-in scripts | Every stat sourced

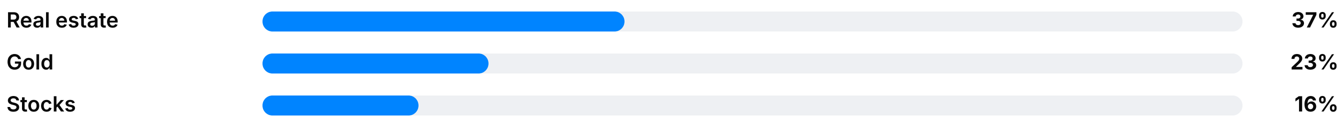
WHY THIS MATTERS

The confidence gap is your opening

Americans have called real estate the best long-term investment for 12 straight years (Gallup, April 2025). In January 2025, only 22% said it was a good time to buy a home, and the share never passed 27% through September (Fannie Mae National Housing Survey, 2025). Your clients believe in housing and distrust this exact market at the same time. Whoever explains that calmly, with local numbers, usually gets the client: 80% of sellers contact only one agent before listing (NAR 2025 Profile).

Gallup, April 2025 · Fannie Mae National Housing Survey, 2025 · NAR 2025 Profile of Home Buyers and Sellers

AMERICANS' PICK FOR BEST LONG-TERM INVESTMENT



Gallup, April 2025

THE MARCH 2026 SHIFT

The information advantage is gone: Zillow launched AI Mode, conversational home search, on March 25, 2026 (Zillow, March 2026). Your clients can now ask a bot anything. What the bot cannot do is sit at a Chandler kitchen table and explain what your ZIP's numbers mean for this house, this week. The translation advantage is still wide open, and this guide is how you take it.

1. **Most agents repost national headlines.** National data averages 50 states. Your client is deciding in one ZIP, and Phoenix and Tucson do not even run on the same MLS. That leaves the local-numbers lane nearly empty.

2. **Some pay for generic content.** Subscription market updates look sharp, but every subscriber posts the same charts, and none of them mention [your farm area]. Clients can tell.

3. **Many just go quiet.** Silence reads as not knowing. You do not need more data or more nerve. You need five numbers, free sources, and sentences that translate. That is the whole playbook.

THE FRAMEWORK

The five numbers that matter

You do not need a dashboard or a subscription. You need the same five numbers for your farm area or ZIP, pulled from your MLS, reported every month. Consistency beats volume. Here is each number, what it actually answers, and the sentence that makes it land in plain English.

THE NUMBER	WHAT IT ANSWERS	SAY IT LIKE THIS
Months of supply	Who has leverage right now	"At this pace, every home for sale in [area] would be gone in [X] months."
Median sale price, trailing 90 days	Direction of the market, not your home's value	"Typical homes in [area] are closing around [$X]. Yours is not typical. That is why we run comps."
Median days on market	The patience number	"Half the homes here go under contract within [X] days. Our plan assumes that pace."
Sale-to-list ratio + concession share	True negotiating room	"Sellers here are netting about [X]% of asking, and closing help is common right now."
Price-cut share	The overpricing tax	"[X]% of sellers had to cut before selling. Pricing right on day one keeps us out of that line."

THE BENCHMARKS

Months of supply = active listings divided by the monthly sales pace. The traditional balanced range is five to six months; below four favors sellers, above six favors buyers (NAR convention). Treat these as conventions, not laws: the direction over three months tells you more than any single reading. And in Arizona, compare a month to the same month last year, not to last month. Spring listing surges and 110-degree August lulls are seasons, not trends.

THE SOURCES

Where to pull them in 20 minutes

Everything on the last page comes from tools you already pay for or public libraries that cost nothing. Bookmark these six and the monthly pull becomes a 20-minute habit instead of a research project.

Your MLS, monthly

ARMLS publishes a public monthly STAT report for Greater Phoenix, and MLSSAZ posts Tucson statistics. This is where your farm-area and ZIP numbers live, and it is the source you name out loud.

Cost: $0, already in your dues

Realtor.com Research Data Library

Free monthly downloads by metro, county, and ZIP: inventory, price cuts, days on market. The easiest national library for building a spreadsheet habit.

Best for: ZIP trend lines

Zillow Research + Redfin Data Center

Both publish their market data free. This is also where most doom headlines are born, so you can read the actual report before a client quotes it back to you.

Best for: checking the headline

FRED (St. Louis Fed)

Hosts Realtor.com housing inventory series by metro and county with clean, screenshot-ready charts. Search a metro name plus 'housing inventory' and you are done.

Best for: one-click charts

The Cromford Report

Greater Phoenix's insider institution: daily supply and demand tracking plus the Cromford Market Index, where 100 means balanced, above 100 means sellers gaining, below means buyers gaining. The paid option that is actually local.

Greater Phoenix only

Your running spreadsheet

Log every monthly pull: month, five numbers, one-line note. By month six your best source is you, because nobody else in your farm owns that trend line and no subscription can sell it.

Best after: month six

TWO MARKETS, TWO MLSS

Phoenix and Tucson are different markets: Greater Phoenix runs on ARMLS and Tucson runs on MLSSAZ, and their numbers routinely tell different stories. A statewide or national figure quoted to a client deciding in one ZIP is a wrong answer delivered confidently. Pull the ZIP, every time.

THE CITATION RITUAL

Name the source and timeframe out loud: 'Per our MLS, trailing 90 days, in 85254.' In a world of confident chatbots, the receipt is the differentiation. One housekeeping note: your MLS has rules about quoting its stats in advertising, so check them before your numbers go on a flyer or a post.

THE TRANSLATION

Turn a stat into a sentence

Data does not win appointments. Translation does. Three conversations decide whether you sound like an advisor or an app, plus one question you should never answer with an opinion at all. Word for word, with your numbers in the brackets:

Zillow Zestimate accuracy page, 2025-2026: nationwide median error 1.94% on-market, 7.06% off-market

THE HEADLINE DEFUSER

You are right, that headline is real, and it is national. Here is [ZIP] over the last 90 days: [X] months of supply, [X] days to contract, sellers netting [X]% of asking. Different story. Want me to send you this every month?

THE ZESTIMATE ANSWER

Zillow publishes its own accuracy numbers, and I take them at their word: the typical miss is about 2% once a home is listed, but about 7% for homes that are not on the market yet (Zillow, 2026). Yours is not on the market yet. On a $600,000 home, 7% is about $42,000 in either direction. Let's look at what actually closed on streets like yours.

THE SHOULD-WE-WAIT ANSWER

I cannot predict rates or prices, and anyone who tells you they can is guessing. What I can show you is today: [X] months of supply, [X] days to contract, and what sellers are agreeing to in [area] right now. Here is what that means for your negotiating power this month.

THE SAFETY QUESTION REDIRECT

Fair housing law means I give every client the same property data and keep opinions about areas out of it, and that protects you too. Research that through public third-party sources, drive the neighborhood at different times of day, and I will pull the numbers on any home you are considering.

THE HONEST EDGE

What most agents get wrong: They think fluency means having a forecast. It is the opposite. No research settles where rates or prices go next, and your clients have watched confident predictions miss for years. 'Here is what is happening and what it means for you' builds more trust than 'here is what will happen' ever has. Describe, never predict. Ranges, never promises.

THE CADENCE

One pull, four assets, every month

Distribution is where the numbers pay. Social media is agents' top source of quality leads at 39% (NAR 2025 Technology Survey), and 36% of sellers now find their agent online, double the 2018 share (Zillow 2025 Consumer Housing Trends). One 20-minute session feeds all of it. Run this the day your MLS posts monthly stats:

MIN 0 — **Pull the five numbers**
Your MLS, your farm area or ZIP, trailing 90 days. Log them in the running spreadsheet with a one-line note. After six months you own a local trend line nobody can copy.

MIN 5 — **Screenshot the one chart that moved**
One number, one visual, one takeaway. If everything moved, pick the one your clients will feel first.

MIN 8 — **Write the three-number email**
Five lines, source named in line one, one reply trigger at the end. The full mock is below.

MIN 12 — **Film the Market Minute**
Sixty seconds, vertical, one take, subtitles on. Hook: 'Three numbers that tell you what [city] real estate actually did in [month].' Translate each one, then close with 'Want the full one-pager? Comment DATA.'

MIN 16 — **Build the carousel**
Same three numbers, one per slide, takeaway slide last. Real estate carousels average 4.1% engagement, the top-performing format (Hootsuite, 2025).

MIN 20 — **Load the talk track**
The same numbers become your opener for every appointment, open house, and 'how's the market?' text this month. One pull, four assets, zero scrambling.

From: You · To: Your farm list · First Tuesday, 8:05 AM

What [ZIP] actually did in [month]

1. Quick numbers from our MLS, [ZIP], trailing 90 days:
2. Supply: [X] months of inventory. Five to six is the traditional balanced range (NAR convention), so the edge right now is with [buyers/sellers].
3. Speed: half of the homes that sold went under contract within [X] days.
4. Negotiation: sellers netted about [X]% of asking, and [X]% of closings included some seller help.
5. Thinking about a move this year? This is the exact sheet I run before we ever talk price. Reply and I will pull your neighborhood.

Five lines, one named source, one reply trigger. Send it monthly and you become the market update your list actually reads.

THE APPOINTMENT

Where the numbers cash out

Zillow found 47% of buyers and 59% of sellers hired the first agent they spoke with (Zillow 2025 Consumer Housing Trends), so fluency in the first conversation is the whole game. And now that buyer agreements are signed up front, buyer consults need the same rigor listing presentations always had. The spring 2026 national numbers make your case for you:

35.4%
of U.S. sellers cut their asking price before selling in April 2026, near the record 36.6% of August 2025
Redfin, April 2026

46.2%
of U.S. home sales in May 2026 included a seller concession, the highest May share on record
Redfin, June 2026

5.8%
of U.S. listings were pulled off the market in April 2026, tied for the highest share since March 2020
Redfin, June 2026

1. **The pricing conversation.** Open with the national price-cut and delisting shares, then your local pull. The cost of overpricing is finally visible in the data, which lets you say it without arguing. And say this out loud: a CMA is a pricing analysis, not an appraisal.
2. **The offer strategy.** Nationally, 46.2% of sales now include seller help (Redfin, June 2026) while all-cash buyers hit 26% of purchases, an all-time high (NAR 2025 Profile), and cash runs hotter in winter-visitor and retirement submarkets like Scottsdale and Green Valley. Pull your MLS's local shares and you can defend an ask for repairs, closing costs, or a rate buydown with receipts instead of vibes.
3. **The fee conversation.** Compensation is negotiable, full stop, and the data never sets a rate. What it does is show the work: an agent who walks in with supply, speed, and concession numbers has already demonstrated the job. For agreement specifics, run your paperwork questions past your broker.

PRINT IT, PIN IT, RUN IT

The market fluency checklist

- [ ] Commit to one farm area or ZIP and the same five numbers every month
- [ ] Start the running spreadsheet: month, five numbers, one-line note
- [ ] Rehearse the headline, Zestimate, and should-we-wait scripts out loud
- [ ] Film one 60-second Market Minute: one take, vertical, subtitles on
- [ ] Say the source and timeframe out loud in every client conversation
- [ ] Bookmark your MLS stats page plus one free national library for contrast
- [ ] Memorize the balanced benchmark: five to six months of supply (NAR convention)
- [ ] Send your first three-number email this week, source named in line one
- [ ] Repurpose every pull: email, video, carousel, appointment talk track
- [ ] Check your MLS's advertising rules before quoting stats publicly

ListerPros

ListerPros has photographed Arizona real estate since 2013, for thousands of agents across Phoenix and Tucson. One visit captures photos, vertical video, aerials, 3D tour and floor plan, and everything is back within 5 hours of the end of the shoot. Guaranteed.

Every stat in this guide is sourced: the research named where it appears, 2019 to 2026. Sources on request.

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