ListerPros

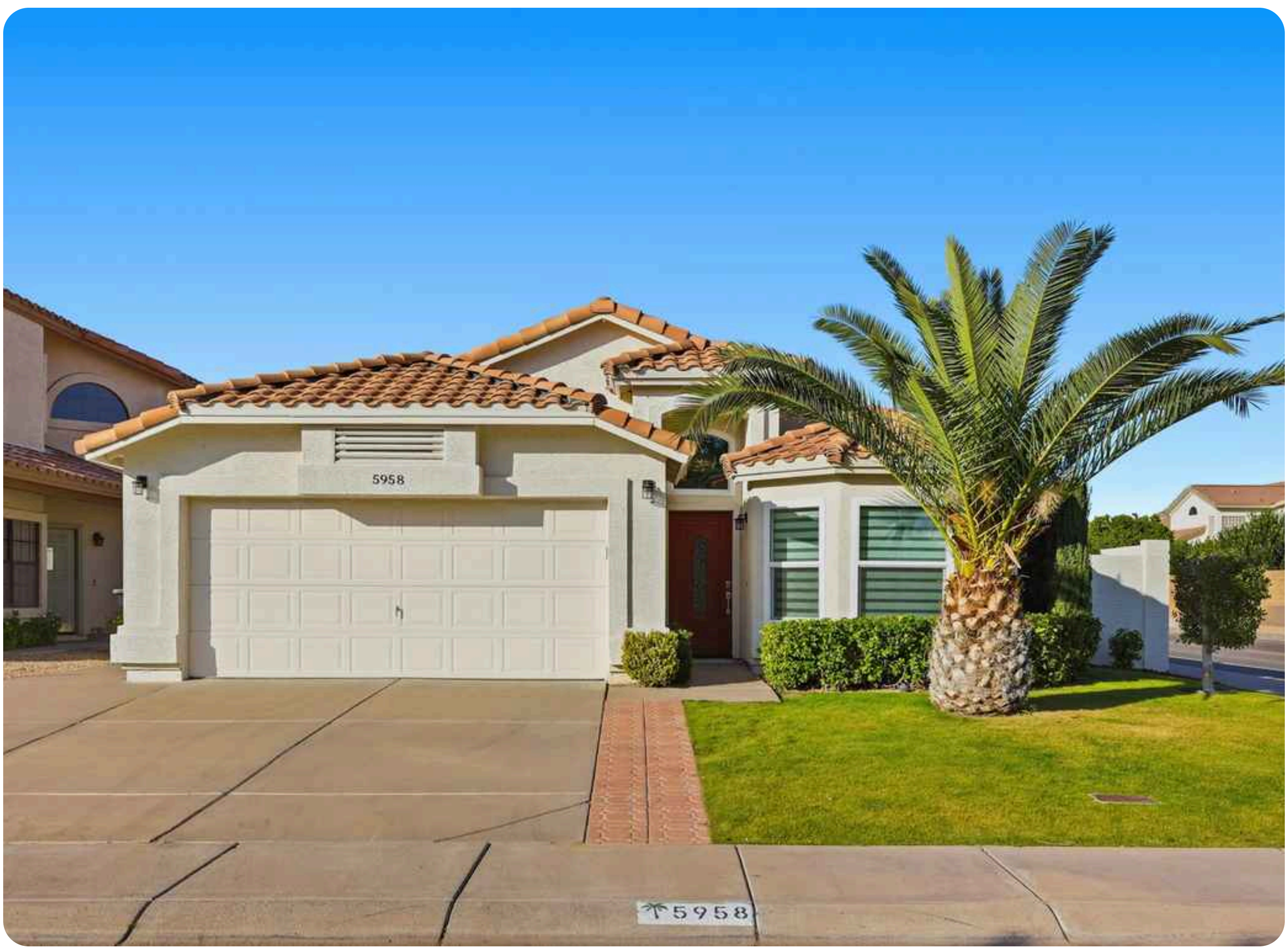
FREE AGENT GUIDE

FOR ARIZONA LISTING AGENTS

The Seller Update Playbook

A weekly seller-communication system for a market where listings sit. Set the contract on day zero, send three lines every Monday, and walk the levers before you ever touch price.

3-line Monday report · Threshold cheat table · Seven fill-in scripts · Every stat sourced



WHY THIS MATTERS

The price fight is scheduled the day you list

The 2026 price conversation is not a maybe: among recent sellers NAR surveyed, only 9% never reduced their asking price, and half cut four or more times (NAR 2025 Profile, Exhibit 6-22). You cannot dodge that conversation. You can only pick when it starts: day zero, as a plan, or week four, as an ambush.

NAR 2025 Profile of Home Buyers and Sellers, Exhibit 6-22

70%

of sellers say they trust real estate agents, down from 81% a year earlier

Anytime Estimate / Clever, 2025

73.1%

of Phoenix listings were stale, 60 or more days without a contract, in September 2025, above the 70% national share

Redfin, November 2025

100 days

how long the typical delisted home sat before its seller pulled it off the market

Redfin, November 2025

THE REFRAME

You cannot avoid the conversation. You can only pick when it starts. Agreed to on day zero, a price review is the plan running. Proposed cold in week four, after three quiet weeks, the identical conversation sounds like you failed, so I pay. Sellers already suspect the worst: 64% believe agents put their own profits first (Anytime Estimate / Clever, 2025). A scheduled, numbers-first update is the cheapest trust repair available to you, and this playbook is the whole system.

The silent-then-ambush pattern

The listing goes live, week one is busy, then the updates stop. The seller refreshes their own Zillow page every night and draws their own conclusions. By the time the price call comes, they have already decided their agent disappeared.

The pattern this playbook breaks

Quitting is the alternative

Nearly 85,000 U.S. sellers delisted in September 2025, up 28% year over year, and Phoenix ran hotter at 38.0% (Redfin, November 2025). With Phoenix values off 1.8% year over year at $446,161 (Zillow April 2026 Market Report), sellers who stop believing the plan do not renegotiate it. They leave.

Retention is won weekly

BEFORE YOU LIST

Set the contract before the sign goes in

Sellers pick their agent on reputation (35%) and honesty (22%) above everything else (NAR 2025 Profile). So be honest about the next 30 days while everyone is still smiling: what you will send, when it lands, and exactly what happens at each checkpoint. Say it out loud, then put it in writing.

THE COMMUNICATION CONTRACT, SAID AT THE TABLE

Every Monday by [9 a.m.] you will get three lines from me: the numbers, the market, and my recommendation. You will never have to chase me for an update, including the weeks when the news is boring. At day [14] we review the numbers against the benchmarks on this sheet, and at day [21] we make any decision that needs making. If we are under [5 saves a day] by that first checkpoint, we will already know why, and we will decide together what changes: the story, the terms, or the price.

THE PRE-AGREEMENT, WHILE EVERYTHING IS CALM

One more thing while we are both relaxed: if the market tells us we missed, I will bring you one decisive move with the data behind it, not a drip of small cuts. Can we agree today that if we reach day [21] under the pace we set, we act that same week? I would rather get your yes now than negotiate it in week four.

1. **Name the day and time.** A vague promise to keep them posted is unenforceable; Monday by [9 a.m.] is a commitment. A named time turns silence into a broken promise, which is exactly why you will never let it happen.
2. **Name the metrics.** The seller already watches the portals, so commit to the numbers they can see, views and saves, plus the two they cannot: showings and competitor moves from your MLS.
3. **Name the checkpoints.** Day [14] and day [21] reviews go on both calendars before the sign goes in. Checkpoints scheduled in advance feel like process; meetings called suddenly feel like emergencies.
4. **Name the trigger.** Pre-agree the benchmark that forces a decision, for example [under 5 saves a day and no second showings by day 14]. When the trigger fires, nobody assigns blame; the plan already said what happens next.

WHY PRE-COMMITMENT WORKS

Same cut, different meaning: proposed cold in week four, a reduction sounds like an admission of failure and an invoice for it. Pre-agreed on day zero as what we do if the market votes no, the identical reduction is the plan running on schedule. You are not asking your seller to accept a loss. You are executing a decision they already made.

THE MONDAY RITUAL

The 3-line Monday report

Three lines, same order, every Monday: the numbers, the market, your verdict. Ten minutes of Sunday prep. Automate the data pull if you like, 46% of Realtors already use AI-generated content (NAR 2025 Technology Survey), but the verdict line stays in your voice, because a robo-report a seller can smell costs more than it saves. And send it on the flat weeks especially: the report exists for the weeks with nothing to announce.

From: You · To: Your seller · Monday, 8:47 AM

[123 Saguaro Ln] week [2]: numbers, market, my call

1. The numbers: [412] views, [9] saves, [3] showings this week, vs [610] / [14] / [5] last week.
2. The market: [2] new competitors in [85254]. [1] went pending at [$489,000]. [1] cut to [$475,000].
3. My call: we are [slightly under the pace we set]. Recommendation: [hold through the weekend, and I will bring a hero-photo swap to Thursday's day-14 review].

That is the whole report. No adjectives, no weather talk. If a number moved, say so. If nothing moved, say that.

VERDICT LINE: THE GOOD WEEK

We are ahead of the pace we set on day zero: [14 saves this week against our 5-a-day benchmark]. My recommendation: change nothing and let the weekend work for us. Next three lines Monday.

VERDICT LINE: THE FLAT WEEK

Views dipped this week, which is the market being normal, not a verdict: Redfin measured back in 2019 that a listing's views drop by about half after day two. Saves are holding at [3] a day. Recommendation: hold, and we take our full look at the day [14] checkpoint as planned.

VERDICT LINE: THE BAD WEEK

We are under the benchmark we agreed on: [under 1 save a day, two weeks running]. This is exactly what the day [14] meeting is for. I will bring the numbers, the competitor moves, and my read on which lever we pull: the story, the terms, or the price. Does [Thursday at 4] still work?

- [ ] Portal views and saves, this week vs last
- [ ] New competitors in your [zip or subdivision], from your MLS
- [ ] Showing-agent feedback, quoted verbatim, about the house
- [ ] Showings held, plus any second visits
- [ ] Pendings and price cuts inside your comp set
- [ ] Draft the three lines; write the verdict in your own words

THE THRESHOLDS

Read the numbers like a pro

Your seller watches the same portals you do; what they cannot see is what the numbers mean. Zillow Research (March 2025) calls five daily saves the magic number, and roughly 250 views a day tracks with going pending within a week, while Redfin (2019) found views drop by about half after day two, so an early slide is normal and a flatline is not. Wire your verdict to published benchmarks and it stops sounding like an opinion.

Save and view tiers: Zillow Research, March 2025 · View decay: Redfin, 2019

SIGNAL	HEALTHY	WARNING	ACT NOW
Saves per day	5 or more	2 to 3	Under 1
Views per day	250 or more	Sliding after day 2, which is normal	Low and flat by week 2
Showings	Steady, with second visits	First visits only	None in the last [7] days
Feedback	Objections vary and stay minor	Same fix named twice	Same objection three times, or silence

41 days

average time to pending at under 1 save a day, selling at 95% of list

Zillow Research, March 2025

15 days

at 2 to 3 saves a day, selling at 98% of list

Zillow Research, March 2025

6 days

at 5 to 10 saves a day, selling at full list price

Zillow Research, March 2025

THE HONEST PART

Views measure demand for the card. Saves measure demand for the home. High views with weak saves means the listing wins clicks the house cannot convert: usually story or price. Low views and low saves together is almost always price. Past that, no published research settles which fix is guaranteed to work; the thresholds tell you when to act, not exactly what to do. That judgment call is the job, and it is why your seller hired a person.

THE DECISION WINDOW

Days 14 to 30: the decision window

Time is not neutral. Homes that go pending in week one are 2.6x as likely to sell above list, 44% versus 17% (Zillow, April 2026), and the sale-to-list ratio keeps sliding the longer a home sits (NAR 2025 Profile, Exhibit 6-21). Days 14 to 30 are where you either fix the listing or start paying for it.

NAR 2025 Profile of Home Buyers and Sellers, Exhibits 6-20, 6-21 and 6-22

DAY 0 — **Set the contract**
Benchmarks on paper, Monday report promised, day 14 and day 21 checkpoints on both calendars before the sign goes in.

DAY 7 — **First full report**
Baseline week. Judge it against the saves ladder, not against hope: 43% of homes that sold went under contract within two weeks (NAR 2025 Profile).

DAY 14 — **Checkpoint one: the honest read**
Homes sold within two weeks fetched a median 100% of list (NAR 2025 Profile). Under pace? Name the weakest lever and fix it this week, while the listing is still fresh enough for the fix to matter.

DAY 21 — **Checkpoint two: decide**
If the fix did not move the numbers in a week, this is the decision meeting you booked on day zero. One decisive move, chosen from the ladder on the next page.

DAY 30 — **Reposition or recommit**
Median time on market is now 4 weeks, a week longer than a year earlier, and about one in five homes takes 13 weeks or more (NAR 2025 Profile). At day 30 you either relaunch with a changed story or choose the long game on purpose. Never drift.

WHAT WAITING COSTS: MEDIAN SALE-TO-LIST PRICE

Sold within 2 weeks	100%
3 to 4 weeks	99%
5 to 8 weeks	98%
9 to 16 weeks	96%
17 weeks or more	94%

NAR 2025 Profile, Exhibit 6-21

WHAT MOST PRICE CUTS GET WRONG

They come in nudges. Among recent sellers NAR surveyed, only 9% never reduced their price, and 51% cut four or more times (NAR 2025 Profile). That is the drip: $5,000 steps that never change the buyer pool or cross a search-filter band. Each nudge buys about a day of attention; Redfin (2019) clocked a typical cut lifting one home's views from 17 a day to 29, for a single day. Meanwhile the slide above is worth roughly $30,000 on a $500,000 Phoenix listing between a week-2 sale and month four (NAR 2025 Profile sale-to-list medians). One decisive move early beats four nudges late. The demand-side plan for those first 14 days is its own guide: The Listing Launch Playbook, at listerpros.com/playbook.

THE LEVERS

When the answer is not price (and when it is)

Price is a lever, not the lever. Walk the ladder in order, one rung a week, and you either fix the listing cheaper or arrive at the price conversation with the case already made. You will not arrive alone: 25.8% of active U.S. listings took a price cut in June 2026 alone (Zillow June 2026 Market Report).

1. **Fix what feedback repeats.** If three showing agents name the same thing, that is data, not opinion: fix it, or credit it. Feedback in your report describes the house, never the buyers: the primary bath feels dated, the west rooms run hot at 4 p.m.
2. **Refresh the story.** New hero photo picked at thumbnail size, reordered gallery, twilight for a west-facing front, video where there was none. ARMLS does not let days on market reset (rules 8.5 and 8.8), so a Phoenix relaunch is repositioning, not re-entering; in Tucson, check current MLSSAZ policy before you touch anything.
3. **Adjust the terms.** Since the August 2024 practice changes took offers of buyer-agent compensation off the MLS, concessions are a weekly dial, not a day-one setting: 27% of sellers offered incentives in 2025, up from 24%, led by closing-cost help at 11%, home warranties at 9%, and repair credits at 7% (NAR 2025 Profile). Everything is negotiable, nothing is standard, and the specifics run through your broker.
4. **Move the price once, decisively.** Size the move to change the buyer pool and cross a search-filter band, because a new listing pulls 3.4x the views of a price-dropped one (Redfin, 2019), so a reduction has to earn back attention on its own. Four rungs, one week apart, price last: by the time you get here, the case is already made.

THE PRICE TALK, NO BLAME

The market has been voting for [three] weeks, and I want to read you the vote: [410] views, [4] saves, and the two homes buyers chose instead went pending at [$479,000] and [$485,000]. This is the checkpoint we set on day zero, so here is my one move: [$479,000], just under the [$480,000] search band, with the refreshed photos live the same morning. One decisive move now puts us ahead of the market instead of following it down. Are you with me?

THE TERMS ALTERNATIVE

If moving the price feels wrong this week, here is the other dial: [closing-cost help / a home warranty / a credit for the item feedback keeps naming]. 27% of sellers nationally offered an incentive last year (NAR 2025 Profile), so buyers' agents are asking about them. Everything here is negotiable, and I will confirm the specifics with my broker before we advertise anything.

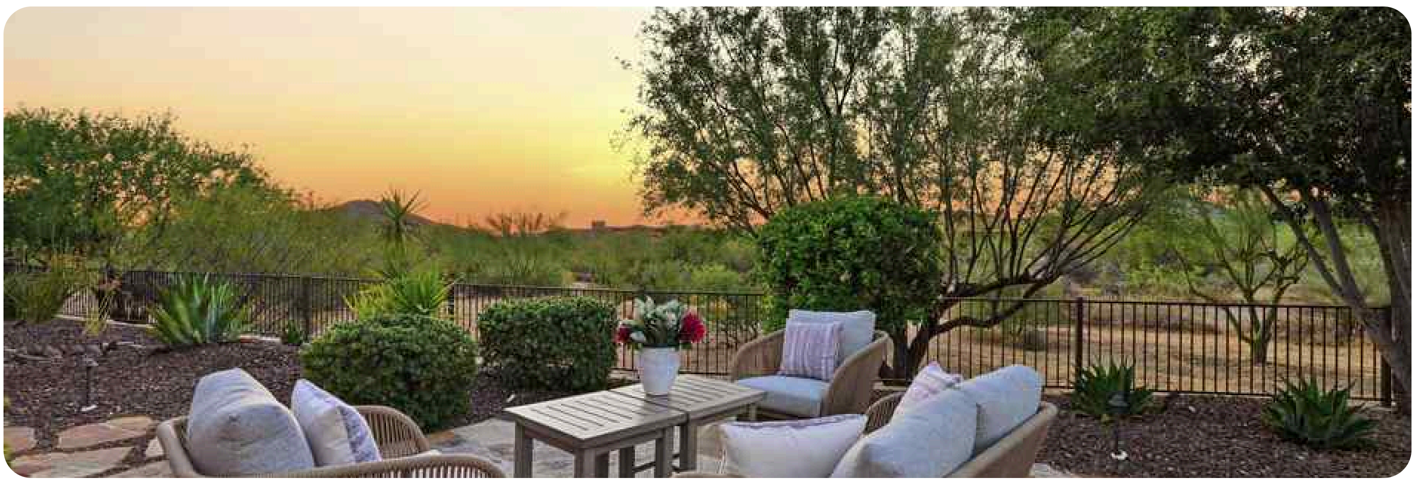
ARIZONA TIMING NOTE

Read every threshold against your micro-market's current pace, pulled from your MLS: median days on market for your zip, this month. A week-3 stall in February, the heart of winter-visitor season, is a louder alarm than the same stall in a 112-degree July. And if the story refresh calls for new media, ListerPros has photos back within 5 hours of the end of the shoot, and summer relaunches pair naturally with twilight.

PRINT IT, PIN IT, RUN IT

The seller update checklist

- [ ] Set the communication contract at the listing table: three lines, Monday by [9 a.m.], every week
- [ ] Pre-agree the trigger benchmark and the one-decisive-move rule
- [ ] Send the three lines every Monday: numbers, market, verdict, flat weeks included
- [ ] At day 14, name the weakest lever and fix it that same week
- [ ] Size any price move to change the buyer pool, once, never in $5,000 drips
- [ ] Put the day [14] and day [21] checkpoints on both calendars before the sign goes in
- [ ] Run the ten-minute Sunday pull: views, saves, showings, competitor moves
- [ ] Judge saves against the ladder: five a day is the magic number (Zillow Research, March 2025)
- [ ] Walk the ladder in order: feedback fix, story refresh, terms, then price
- [ ] At day 30, relaunch with a changed story; days on market does not reset in ARMLS



ListerPros

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

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