




# Flower Mound's Weekly Market Playbook: How to Read the Market & Spot Your Best Opportunity!

The Flower Mound real estate market is constantly moving—**homes come and go quickly**. With our **weekly market snapshot**, you'll always know:

- ✓ **How many homes just listed**
- ✓ **What's under contract** (including Active KO, Active Option, Active Contingent, & Pending)
- ✓ **How many sellers dropped their price**
- ✓ **How many homes actually sold**
- ✓ **Which homes didn't sell** (Expired & Canceled Listings)
- ✓ **Exclusive Coming Soon homes—only visible to MLS insiders!**

Here's how to **interpret the data** and **use it to your advantage** 

---



## New Listings (Homes Just Listed in the Last 7 Days)

- ◆ **Why it matters:** More new listings mean more options for buyers and more competition for sellers.
  - ◆ **What to watch for:**
    - **Buyers:** A surge in listings gives you **more homes to choose from**—but the best ones go fast. Be ready!
    - **Sellers:** If inventory is rising, **pricing correctly and presenting your home well** is key to standing out.
- 



## Homes Under Contract (Pending, Active KO, Active Option, Active Contingent in the Last 7 Days)

- ◆ **Why it matters:** This number tells you how quickly homes are going under contract, revealing real-time buyer demand.
  - ◆ **What to watch for:**
    - **Buyers:** If homes are selling fast, expect **competition**—be prepared with a strong offer.
    - **Sellers:** A high number here signals a **hot market**—great news if you're thinking of selling soon!
-

## Price Decreases (Homes That Lowered Their Price in the Last 7 Days)

◆ **Why it matters:** Price drops indicate which sellers **are willing to negotiate** or may have overpriced their home initially.

◆ **What to watch for:**

- **Buyers:** These are **golden opportunities**—sellers may be more flexible on price!
  - **Sellers:** If similar homes are cutting prices, it's a sign to **price smart from the start** to avoid price reductions later.
- 

## Closed Sales (Homes That Successfully Closed in the Last 7 Days)

◆ **Why it matters:** A steady number of **closed sales** signals a healthy market where buyers and sellers are successfully completing transactions.

◆ **What to watch for:**

- **Buyers:** If the number of closed sales is increasing, it means buyers are actively making moves—**competition may be picking up**.
  - **Sellers:** Consistent closed sales indicate that **homes are selling in your area**—a good sign that buyers are ready to purchase when a home is priced and marketed correctly.
  -
- 

## Expired & Canceled Listings (Homes That Didn't Sell in the Last 7 Days)

◆ **Why it matters:** If homes aren't selling, it could mean **overpricing, lack of demand, or poor marketing or presentation**.

◆ **What to watch for:**

- **Buyers:** Keep an eye on these—they may **relist at a lower price!**
  - **Sellers:** If your home isn't selling, it's time to **re-evaluate price, marketing, or condition**.
-

## **COMING SOON Homes (Only Visible with an MLS Insider!)**

◆ **Why it matters:** These homes **aren't publicly available yet**—only MLS-connected buyers can see them online before they go live!

◆ **What to watch for:**

- **Buyers:** Be among the **first to see these homes** before they officially hit the market.
- **Sellers:** If you're not ready to go active but want **early exposure**, Coming Soon can create **buzz before your home is live!**

✉ **Want access to these exclusive homes?** You need an **MLS-connected real estate professional** to see them online before showings begin!

---

## **How to Use This Data to Your Advantage**

✓ **For Buyers:**

- ✓ Watch **Coming Soon homes** to get early access before others.
- ✓ Use sold home data to **make a strong but smart offer.**

✓ **For Sellers:**

- ✓ A high number of under-contract homes means **buyers are active—great time to list!**
- ✓ Price competitively to **avoid price cuts later.**



**BRET CHANCE**  
TEXAS HOME LIFE REALTY

📞 940.536.3735

✉ [bret@texashomelife.com](mailto:bret@texashomelife.com)

🌐 [www.TexasHomeLife.com](http://www.TexasHomeLife.com)

📺 [www.Youtube.com/texashomelife](http://www.Youtube.com/texashomelife)

