MARKET SNAPSHOT

A market stats guide for Vermont REALTORS®

DATA TELLS A *Story*

This market statistics guide breaks down each key market metric in plain language – because numbers alone don't tell the story. Knowing what the data means and how to talk about it is what turns market statistics into confident, credible conversations with buyers, sellers, and the people shaping housing policy in your community.

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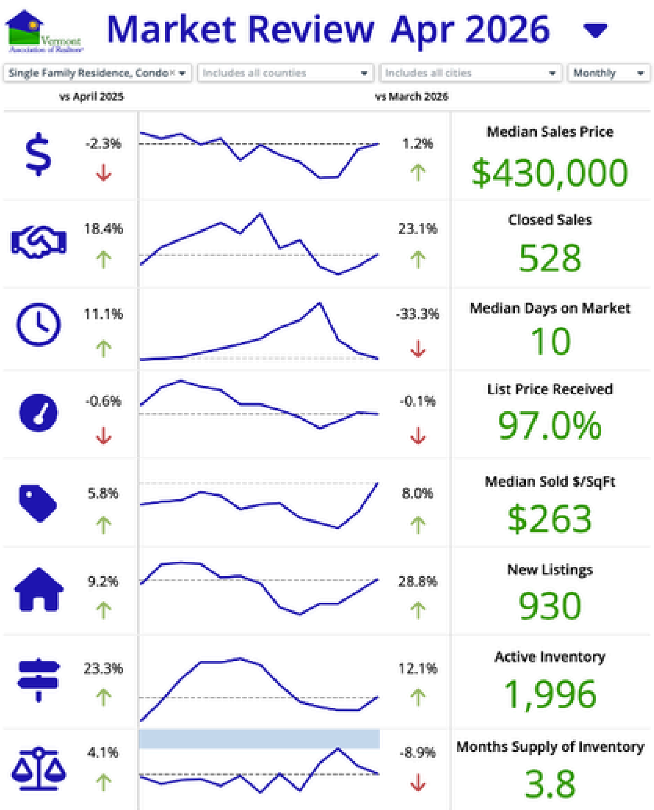
INSIDE THIS *Guide*

What you'll learn

This guide will help you learn how to explain market data in plain language, when to use median vs. average, how to pair statistics to tell the full market story, and tips for using data with buyers and sellers. Equipping yourself with a foundational understanding of your market will make you a better REALTOR® and advocate for your community. Above all, our hope is that this guide helps you communicate the value of accessible, affordable, and fair housing for all. After all, that is the American Dream.

MEDIAN SALES PRICE	HOMES SOLD	DAYS ON MARKET	ACTIVE INVENTORY
$430,500	528	9	1,969
-2.2%	+18.4%	0.0%	+21.6%

WHY DATA *Matters*



Dynamic, Hyperlocal Markets

Vermont's housing market is dynamic and hyperlocal. Market conditions that define one county can look entirely different just a few miles away. Understanding the data behind those conditions positions you to serve clients with confidence and advocate for housing in your community with authority.

> Without data, you're just another person with an opinion.
>
> – W. Edwards Deming
> *American business statistician, educator, and consultant*

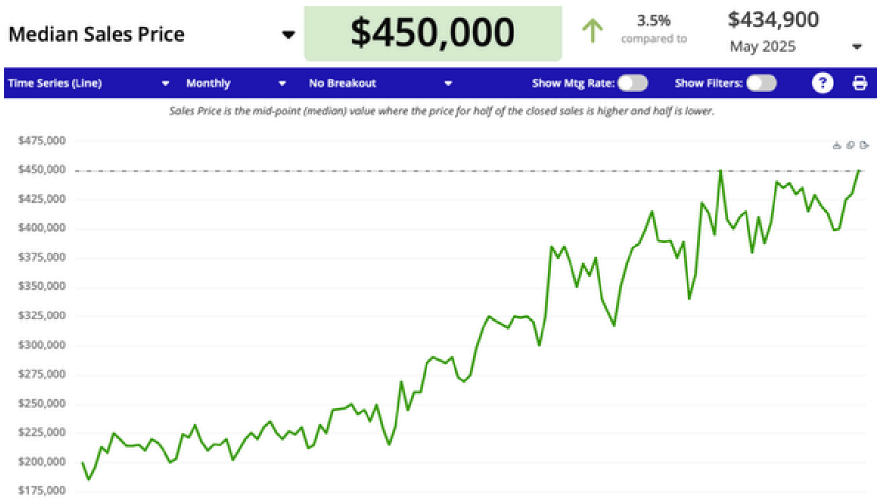
MEDIAN SALES
Price

WHAT IT IS

The Median Sales Price is calculated by ranking all home sales from lowest to highest and identifying the midpoint. Half of all homes sold for more than that number, and half sold for less. Because it is not influenced by unusually high or low sales, it is widely considered the most accurate measure of market conditions.

VERMONT CONTEXT

Vermont's median sales prices has increased significantly over the past five years, driven by high demand from out-of-state buyers, remote workers relocating to the state, and historically low inventory. Vermont consistently outpaces national averages in year-over-year price growth.



REALTOR® TIP

- Use year-over-year comparisons, not month-over-month, to give clients a more accurate trend line
- Pair median sales price with days on market to show both price and pace

TALKING TO CLIENTS

SELLERS

The median sales price tells us what a typical home in your area is actually selling for right now – not what sellers are asking, but what buyers are paying. This is where we start when we talk about pricing your home.

BUYERS

The median sales price shows us the midpoint of the market. Half of the homes sold for more, half for less. It helps us figure out where your budget puts you and what kind of homes you can realistically expect to see.

MEDIAN VS. AVERAGE SALE *Price*

WHAT IT IS

The Average Sale price adds up all sale prices and divides by the number of sales. The problem: one unusually high-priced sale can pull the average up and make the market look more expensive than it really is.

Example: Ten homes sell for $350,000 each. Average = $350,000. Now one lakefront property sells for $1.5 million. Average jumps to $465,000. The median? Still $350,000. That's the number that reflects what most buyers are actually paying.

VERMONT CONTEXT

In Vermont, where luxury lake and ski properties exist alongside more modest rural housing, the average can be especially misleading.

REALTOR® TIP

Always lead with the median. When a client questions the number, explain that Vermont's high-end lakd and ski properties can pull the average well above what most buyers are actually paying.

TALKING TO CLIENTS

SELLERS

You may see a higher average sale price quoted online or in the news. That number can be pulled up by one big lakefront or ski property sale. The median is a more honest picture of what homes like yours are selling for.

BUYERS

When you see a high average sale price, don't panic. That number is often skewed by a few expensive outliers. The median is what most buyers are actually paying, and that's the number we use to guide your offer.

CLOSED *Sales*

WHAT IT IS

Closed sales is the total number of closed transactions in a given time period. It's one of the clearest indicators of demand. When closed sales is up, buyers are active. When it's down, the market may be slowing or inventory may be limiting transactions.

CLOSED VS PENDING

Closed sales are completed transactions. Pending sales are homes under contract but not yet closed. Pending sales give you a preview of where closed sales are headed in 30 to 60 days.

REALTOR® Tip

When closed sales are down, don't stop there. Pair closed sales with months of inventory and days on market to find out why. Low inventory and slow buyer demand can both produce the same closed sales number, but they tell completely different stories and require completely different conversations with your clients.

TALKING TO CLIENTS

SELLERS

The number of closed sales tells us how active buyers are in your market. When closed sales is strong compared to the previous year, demand is real and timing may be in your favor.

BUYERS

Closed sales tells us how many homes are actually changing hands. If that number is down, it often means inventory is the bottleneck, not buyer interest. There are plenty of buyers competing for a smaller pool of homes.

DAYS ON *Market*

WHAT IT IS

Days on Market (DOM) is one of the most useful tools for setting expectations with both buyers and sellers. A low DOM tells sellers the market is moving fast and buyers need to be ready to act. A high DOM tells buyers they may have more time and negotiating room.

TALKING TO CLIENTS

SELLERS

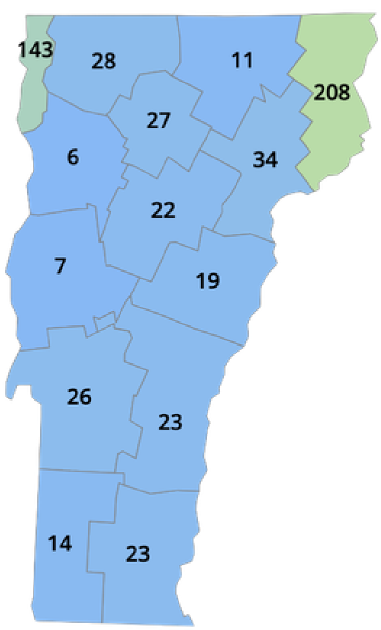
Homes in this area are going under contract in an average of “X” days. That means buyers are ready to move. If we price your home correctly from the start, you shouldn’t be waiting long.

BUYERS

The average days on market right now is “X” days. That’s how fast homes are moving. If you see something that fits, waiting even a few days to decide can mean losing it. We want to be ready to move when the right one comes up.

REALTOR® Tip

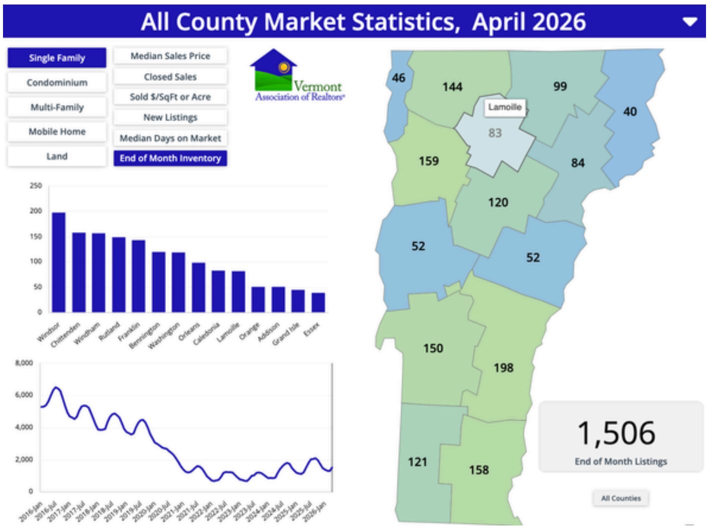
- A rising DOM can signal that prices have outpaced what buyers are willing to pay
- Use DOM to address seller pricing expectations. A home sitting too long often points back to list price
- Always compare DOM year-over-year and account for seasonal shifts
- Methods to reduce DOM: accurate pricing, strong listing photos, addressing deferred maintenance before listing



MONTHS SUPPLY OF *Inventory*

WHAT IT IS

Months supply of inventory measures how long it would take to sell all active listings at the current pace of sales if no new homes came on the market. It is one of the clearest ways to describe the balance between supply and demand in a given market at any point in time.



HOW TO INTERPRET IT

- Under 3 months – Strong seller's market.
- 4-5 months – Slightly favors sellers.
- 6 months – Balanced market.
- Over 7 months – Buyer's market.

REALTOR® Tip

Months supply of inventory is one of the most persuasive tools you have in a listing conversation. A seller who is hesitant to list often doesn't realize how little competition they would actually face. Showing them a months supply number well below three can shift that conversation quickly.

TALKING TO CLIENTS

SELLERS

Right now there is less than "X" months supply of inventory in this market. That means if your home is priced correctly and shows well, you are not competing against a long list of similar properties. Buyers have limited options, and that works in your favor.

BUYERS

Months supply of inventory tells us how much competition you are up against. At less than "X" months, there are far fewer homes available than there are buyers looking. That is why we need to be prepared to move quickly and make a strong offer when the right home comes up.

LIST PRICE *Received*

WHAT IT IS

List price received is the percentage of the original list price that a home ultimately sells for. A ratio of 100% means the home sold exactly at list price. Above 100% means it sold over asking price, signaling a competitive market. Below 100% means the seller accepted less than the list price, indicating that the market favors buyers and that buyers have negotiating room.

REALTOR® Tip

List price received is one of the most effective tools for addressing a seller who wants to price high and negotiate down. When the data shows that homes in the area are selling at or above list, that strategy loses its logic. Let the numbers make the case for accurate pricing so you don't have to.

TALKING TO CLIENTS

SELLERS

Right now sellers in this market are walking away with X% of their asking price. That tells us well-priced homes are selling at or above list — which means pricing correctly from the start matters more than building in negotiating room.

BUYERS

At X% list price received, sellers are getting very close to — or more than — what they are asking. Low offers won't be taken seriously. We need to structure your offer accordingly.

USING DATA IN CLIENT *Conversations*

CONVERSATIONS WITH CLIENTS

Statistics are most powerful when they tell a story. No single metric gives you the full picture. The strongest market conversations pair two or three statistics together. Data is most effective when it answers a question your client is already asking. Lead with the question, then bring in the numbers that answer it. That's what turns statistics into a conversation.

If you want to show buyers. . .	Use these together	Why it works
Inventory is improving	Months Supply of Inventory + Median Sales Price	Tracking both helps buyers spot the moment conditions shift in their favor.
Buyers who move fast succeed	Days on Market + List Price Received + Months Supply of Inventory	Knowing the pace and the competition helps buyers make strong, informed offers.
Pricing your offer right matters	Median Sales price + List Price Received + Days on Market	Real data helps buyers make confident offers without leaving money on the table.

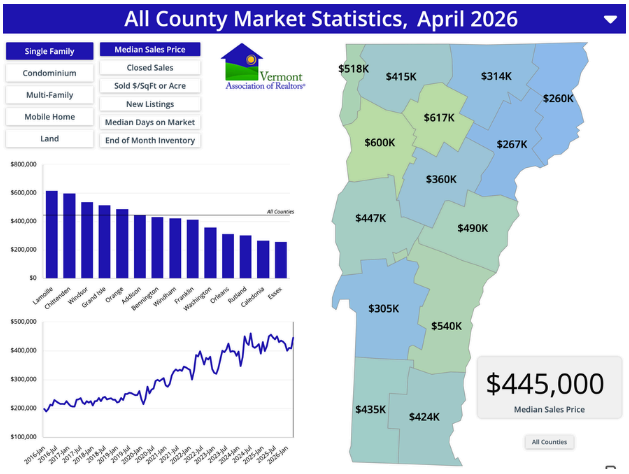
If you want to show sellers. . .	Use these together	Why it works
Now is a great time to list	Months Supply of Inventory + Closed Sales + Median Sales Price	Low supply and steady sales volume mean less competition and stronger offers.
Sellers are closing strong	List Price Received + Median Sales Price + Days on Market	Sellers in this market are closing at or near asking. The numbers back it up.
Pricing it right pays off	Median Sales Price + List Price Received + Months Supply of Inventory	Accurate pricing in a low-inventory market leads to faster sales and stronger final numbers.
Multiple offers are possible	Days on Market + Months Supply of Inventory + List Price Received	Short DOM and thin supply create the conditions where competitive offers happen.

YOUR BUILT-IN *Advantage*

YOUR MEMBERSHIP INCLUDES

REAL-TIME MARKET DATA

As a member of the Vermont Association of REALTORS®, you have access to DOMUS, a real-time market analytics platform built exclusively for VAR members. While consumers and the media are often working from data that's weeks or months old, DOMUS gives you current market intelligence you can use in client conversations today.



That means you're not guessing about where the market is headed. You're showing clients real numbers, in real time, for the specific areas where they want to buy or sell.

DOMUS tracks the metrics covered in this guide — median sale price, closed sales, days on market, months of inventory, and more — and updates them continuously so your data is always current. It's one of the most valuable tools your VAR membership provides, and this guide is designed to help you get the most out of it.

Access VAR market reports at: **vermontrealtors.com/vermont-market-data**

ADDITIONAL *Resources*

NAR RESOURCES THAT ENHANCE YOUR MEMBERSHIP

NAR produces a full slate of housing data and market research resources, much of which is included in your membership.

A note about additional resources: VAR's DOMUS data is Vermont-specific, current, and credible. Use national sources like NAR and RPR to add context or compare Vermont trends to broader market conditions.

Housing Statistics and Real Estate Market Trends

- **NAR's Housing Stats and Real Estate Market Trends**
  nar.realtor/research-and-statistics/housing-statistics
- **NAR Research Reports**
  nar.realtor/research-and-statistics/research-reports
- **Ask the Economist**
  nar.realtor/videos/ask-the-economist
- **REALTORS® Property Resource**
  https://www.nar.realtor/realtors-property-resource-rpr

touchpoint

Tools for every conversation

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