

MPAR™ - Market Position Analysis Report

What MPAR™ Is

MPAR™ is an outsourced pricing and market-positioning report built for listing agents to use before a listing appointment. It converts MLS comps into a seller-friendly pricing narrative, including a defensible value range, a recommended launch price, and a proof-based 14–21 day pricing validation plan.

Why This Matters to Your Brokerage

- Fewer overpriced listings entering the MLS (cleaner pricing discipline from Day 1)
- Improved Days on Market (DOM) and fewer serial price reductions
- Stronger sale-to-list ratios and reduced appraisal/negotiation friction
- Less broker time spent mediating pricing disputes and reduction conversations
- More consistent listing presentation professionalism across the office

Who It Supports

- **New agents:** borrow competency from a market-supported pricing narrative—so they present with confidence and clarity from Day 1.
- **Experienced agents:** reclaim time by outsourcing pricing work while staying in control.
- **Teams:** standardize pricing logic across multiple agents for consistent performance.

What Agents Receive

- Most comparable closed sales — prioritized (not a comp dump) and explained
- Comp logic and bracket reasoning (why the comps matter and what they prove)
- Defensible value range + recommended launch price (with condition-based alternates when relevant)
- Objective context anchors (county benchmark + buyer-perception AVMs framed correctly)
- Overpricing risk language to prevent the “let’s try higher” cycle
- 14–21 day validation triggers (tours, feedback patterns, offers, competing inventory shifts, new closings)
- Layman’s terms summary you can quote directly in the appointment

Service Details

- Agents order directly at: MPARreport.com
- \$199 per report
- Typical delivery: 24–48 hours after intake submission
- MPAR™ is not coaching. It is outsourced pricing competency.
- It allows agents to walk into listing appointments with clarity, discipline, and a defensible market position.