**DAAR Ambassador Talking Points**

***Week of July 16, 2018***

**Industry Updates**

*Topic# 1: June 2018 Loudoun County Market Trends Report: Prices reach a record high amid low inventory; Overall sales are up slightly as condo sales soar* For the 36th consecutive month, Loudoun County’s active listings declined, reaching the lowest recorded June inventory number in over a decade. At the end of June 2018, inventory was 22.2 percent lower than it was at the same point last year. This left 1,207 homes for sale at month’s end, with 2.2 months of supply heading into July. Alert agents that the June 2018 Loudoun County Market Trends Report, prepared by George Mason University’s Center for Regional Analysis for DAAR, can be shared with clients and used in marketing materials. For more information, a copy of the report and a shareable infographic on social media, visit <https://dullesarea.com/2018/07/13/2018-loudoun-county-market-trends-report-prices-reach-a-record-high-amid-low-inventory-overall-sales-are-up-slightly-as-condo-sales-soar/>

**Events and Education**

*Topic #3: A Night of Brews and Baseball in Purcellville! - Wednesday, July 25th*  Encourage agents to join us for a *Night of Brews & Baseball* hosted by Access National Bank on Wednesday, July 25th. We'll meet for drinks and food at 5:30 pm at Dragon Hops Brewing and then head over to the Purcellville Cannons ball game at 7:00 pm at Fireman's Field*.* For more information visit <https://dullesarea.com/2018/07/11/beers-and-baseball/>

**Did you Know?**

*Topic #4: Use Articles to Educate to Drive Sales – Write for the Loudoun Times Mirror!* DAAR is working with the Loudoun Times Mirror to produce a column in the Homes section and is pleased to offer members an opportunity to submit articles to showcase their real estate expertise. Let agents, who are interested in writing for the column, that they can submit a 300-350 word piece periodically on topics related to homeownership such as preparing for open houses, tips for pricing your home, mortgage lending, staging, renovation financing, budget basics, sprucing up a home’s exterior, moving tips, home inspections, etc. For more information visit <https://dullesarea.com/2018/07/12/interested-in-sharing-your-expertise-with-the-loudoun-times-mirror-readers/>

*Questions? Please contact Christine Windle, CEO, DAAR, 571-291-9803 (direct), 703-727-2144 (cell) or* *cwindle@dullesarea.com*