



SURVIVING

A SELLER'S MARKET



Low inventory can make the real estate market more favorable to sellers, but for buyers it can mean quick decisions with fewer choices.

Follow these easy tips to avoid potential seller's market snags. First and foremost, rely on your REALTOR®. Online information can be out of date or just plain inaccurate. Your REALTOR® is the best resource in our fast moving market. Nothing can replace the human face and professional knowledge they will provide for the biggest purchase of your life.

Commit to being on call and prepared for every showing. Have your pre-approval letter and proof of funds ready at a moment's notice.

Big changes will reflect badly on your financial stability during a real estate transaction. A new job or marital status should wait until after closing. Major purchases can jeopardize your financing, so save that new furniture for after your deal is done!

Cast a wide net as you search and don't wait to hook the perfect house – there is no such thing. If your choices are limited, consider homes outside prime locations and work with your REALTOR® on setting realistic expectations.

As you approach an agreement, ditch the "ifs." Contingencies can make sellers inclined to consider other offers with fewer hurdles. Also, be wise and aggressive in your negotiating. A seller's market is no time to bring in low offers.

Buying a home is a big decision. You may need to act fast in a seller's market. Trust yourself and your REALTOR®. You will know when you've found the right home at the right time.

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DID YOU KNOW?

90% of millionaires become so by owning real estate.



GREAT ADVICE

"Don't wait to buy real estate, buy real estate and wait." -Will Rogers



USE A REALTOR®
Find your dream home faster.

87%

of buyers purchased through an agent

78%

found their REALTOR® to be a useful source of information

88%

would use their agent again or recommend them