

Things To Consider Selling Guide



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EDITION

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Should I Sell My House This Winter?

With everything going on in the housing market lately, you may have some questions about selling your house. Here are a few things you may be wondering about, and the answers to help you make a confident, informed decision.

1. Should I Wait To Sell?

The supply of homes for sale is still low while the inventory is growing giving more buyers a wider selection. Sellers are facing a Market Correction, favoring patient, selective buyers rather than rapid bidding wars.

Strategic Advice for Sellers

Realistic pricing: Price competitively from day one to avoid lengthy listing stagnation.

- Offer concessions: Prepare to assist with closing costs or rate buydowns instead of holding firm on high prices.
- Highlight condition: Clean, well-maintained properties stand out against rising active inventory.

Bottom line: If you're thinking about selling your house this winter, let's connect so you have the expert insights you need to make the best possible move today.



2. Are Buyers Still Out There?

Yes. Home shoppers heading into the fall will find an opportunity that has been hard to come by in recent years: More choices and less urgency, Hannah Jones, Sr Economist. @ Realtor.com

Melissa Dittmann Tracey, *National Association of Realtors* (NAR), explains:

The housing market could be hitting a sweet spot for home shoppers, ushering in more inventory, lower list prices. Home buyers who hope to “time” the market may now have a date. A new report from Realtor.com calls out the week of Sept. 27–Oct. 3 as the prime buying time for house hunters, offering a mix of greater listings, lower home prices and less competition compared to other times of the year.

3. Can I Still Get a Good Price for My House?

- Nationally, home prices have come down a bit since their peak last summer, but recent data shows that 6% of homes could see a price reduction and a 20% increase in housing inventory. Steady Equity Preservation: Home values across Georgia are holding firm or seeing gentle, single-digit annual appreciation (around 1% to 4%). Your core home equity is protected; prices are simply stabilizing rather than skyrocketing or plummeting.
- Longer Timelines: Homes are taking longer to sell—often averaging 60 to 75 days on the market. A longer listing time does not mean your home is flawed; it just means buyers have choices and are taking their time.
- Negotiations are Back: Buyers are using their leverage to ask for standard inspection items, closing cost assistance, or temporary mortgage rate buydowns.

Bottom Line

If you're rethinking about selling your house this winter, let's connect so you have the expert insights you need to make the best possible move today.

To walk away with a great price this season, the strategy requires pricing accurately based on hyper-local sales from day one. Overpricing initially and being forced to make consecutive price cuts is what ultimately degrades a home's perceived value in a balanced market.



The Big Advantage If You Sell Now



Thinking about selling your house? If you've been waiting for the right time, it could be now while the supply of homes for sale is so low.

Selling this winter offers several distinct strategic advantages that vanish once the crowded spring market arrives.

1. Less Competition on the Market

- **Stand Out Easily:** Many homeowners wait until spring to list, causing active inventory to surge later in the year.
- **Fewer Choices for Buyers:** Listing now means your home faces a smaller pool of competing properties, giving you maximum visibility among the inventory that is available.

2. High-Motivation Buyers

- **Serious Shoppers Only:** Casual buyers browse in the spring and summer. Winter buyers are usually moving due to hard deadlines like job relocations, tax-driven purchases, or major family changes.
- **Faster Decisions:** Because these buyers have a genuine need to move, they are less likely to look around endlessly and are more motivated to make an offer.

3. Highlighting Cold-Weather Performance

- **Showcase Comfort:** Selling in the winter lets you show off a warm, cozy atmosphere.
- **Energy Efficiency Proof:** If your home features a brand-new, modern electric HVAC setup or upgraded climate control systems, you can directly demonstrate its top-tier efficiency and comfort during the coldest months of the year—a massive selling point for budget-conscious buyers.
-

4. Bypassing the Spring Rush

- **Avoid the Flood:** Waiting until spring means competing with a wave of new listings, which can dilute your property's uniqueness and put downward pressure on prices.
- **Smoother Logistics:** Real estate ecosystems—including appraisers, home inspectors, and closing attorneys—are less overwhelmed in the winter, often leading to a smoother, less stressful transaction process.

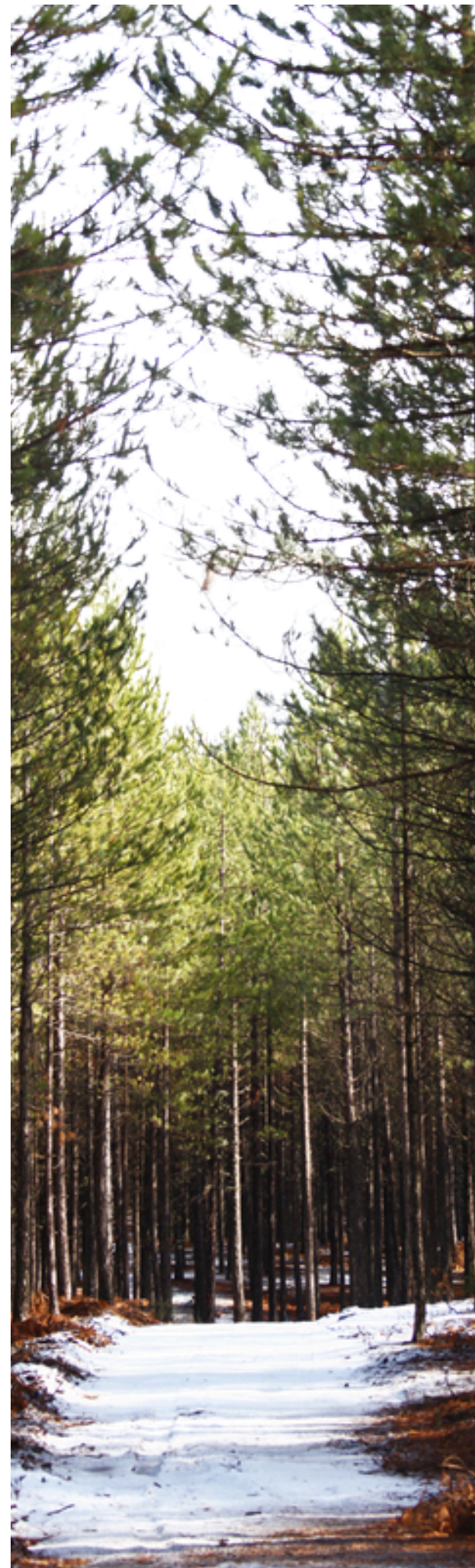
If you get more than one offer on your house, it becomes a bidding war between buyers –and that means you have greater leverage to sell on your terms. But if you want to maximize the opportunity for a bidding war to spark, be sure to lean on your expert real estate advisor. While we are not still in a strong sellers' market and it isn't the frenzy we saw a couple of years ago, today's buyers are focused still on the houses with the greatest appeal and now value.

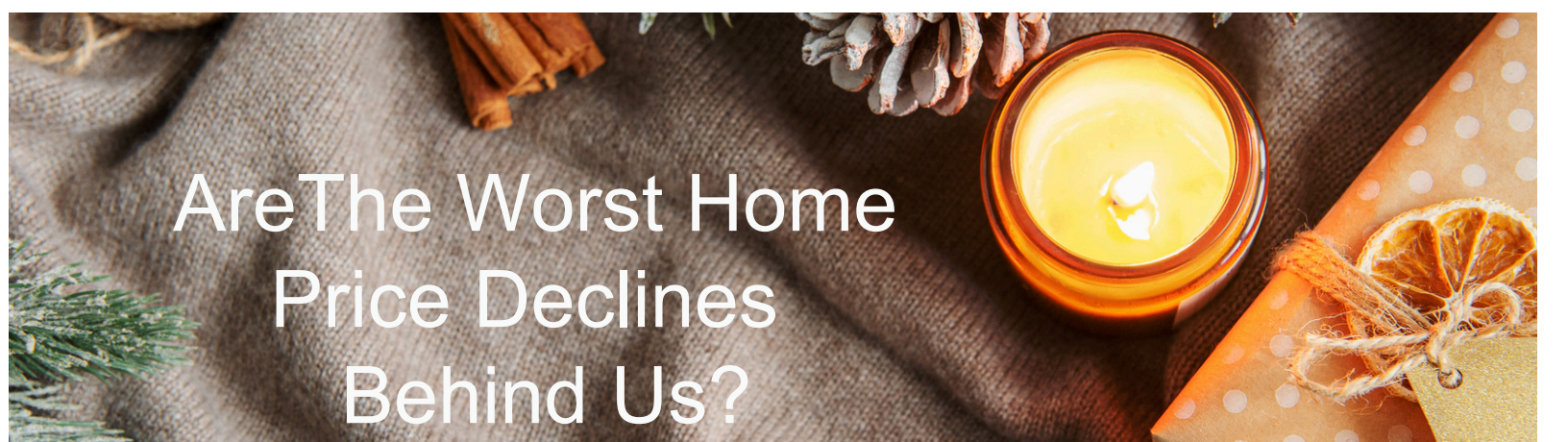
Clare Trapasso, Executive News Editor

“Well-priced, move-in ready homes with curb appeal in desirable areas are still receiving multiple offers and selling for over the asking price in many parts of the country. So . . . it's especially important for sellers to make their homes as attractive as possible to appeal to as many buyers as possible.”

Bottom Line

If you've been waiting for the right time to sell your house, low inventory this winter sets you up with a big advantage. Let's connect to make sure your house is ready to sell.





Are The Worst Home Price Declines Behind Us?

If you're following the news today, you may feel a bit unsure about what's happening with home prices and fear whether or not the worst is yet to come. Local home price trends still vary by market, but here's what the national data tells us.

Yes, the worst of any major price declines is behind us. Nationally and across Georgia, home values are not crashing or in a freefall; instead, they have flattened out and are tracking a path of slow, stable normalization.

Major economists and housing analysts point to several factors showing that the market has bottomed out and stabilized:



Flat to Modest Price Growth

- **Steady Core Values:** Rather than dropping, national home values are projected to finish the year up modestly by about 1% to 1.4%.
-
- **The Post-Spike "Cool Off":** Economists at firms like J.P. Morgan emphasize that the market has transitioned out of its aggressive pandemic-era spikes into a controlled, typical cool-off. Prices are holding steady rather than nosediving.



Two Reasons You Should Sell Your House

Wondering if you should sell your house this year? As you make your decision, think about what's motivating you to consider moving.

A recent survey from *Realtor.com* asked why homeowners are thinking about selling their houses this year. Here are the top two reasons (see *graphic below*):



33%

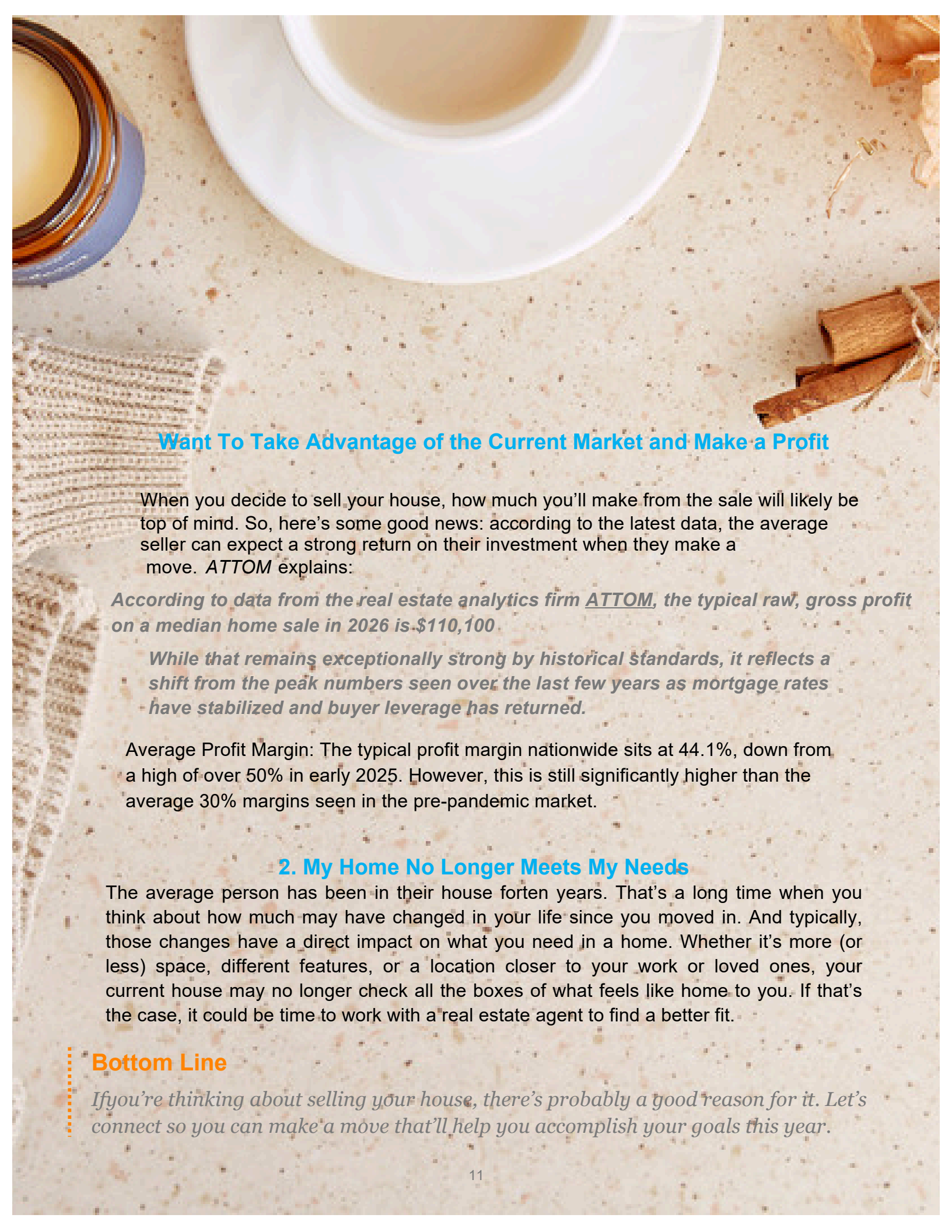
I want to take advantage of the current market; I think I can make a profit



32%

My home no longer meets the needs of my family (space, features, location)

Let's break those reasons down and explore how they might resonate with you.



Want To Take Advantage of the Current Market and Make a Profit

When you decide to sell your house, how much you'll make from the sale will likely be top of mind. So, here's some good news: according to the latest data, the average seller can expect a strong return on their investment when they make a move. *ATTOM* explains:

*According to data from the real estate analytics firm **ATTOM**, the typical raw, gross profit on a median home sale in 2026 is \$110,100.*

While that remains exceptionally strong by historical standards, it reflects a shift from the peak numbers seen over the last few years as mortgage rates have stabilized and buyer leverage has returned.

Average Profit Margin: The typical profit margin nationwide sits at 44.1%, down from a high of over 50% in early 2025. However, this is still significantly higher than the average 30% margins seen in the pre-pandemic market.

2. My Home No Longer Meets My Needs

The average person has been in their house for ten years. That's a long time when you think about how much may have changed in your life since you moved in. And typically, those changes have a direct impact on what you need in a home. Whether it's more (or less) space, different features, or a location closer to your work or loved ones, your current house may no longer check all the boxes of what feels like home to you. If that's the case, it could be time to work with a real estate agent to find a better fit.

Bottom Line

If you're thinking about selling your house, there's probably a good reason for it. Let's connect so you can make a move that'll help you accomplish your goals this year.

A Checklist for Selling Your House

As you get ready to sell your house, add these items to your to-do list. A real estate professional will also provide other helpful tips based on your specific situation.

MAKE IT INVITING



- ☐ Open blinds or curtains to let the light in



- ☐ Check lightbulbs and replace as needed



- ☐ Take down personal photos or items



- ☐ Fix anything that's broken



- ☐ Give every room a clear purpose

SHOW IT'S CARED FOR



- ☐ Clean your vents and baseboards



- ☐ Vacuum, mop, or sweep floors



- ☐ Declutter throughout



- ☐ Organize countertops, cabinets, and closets



- ☐ Touch up any scuffs on the walls

BOOST CURB APPEAL



- ☐ Power wash outdoor surfaces



- ☐ Wash the windows (inside and out)



- ☐ Tidy up the landscaping



- ☐ Freshen up your entry



- ☐ Sweep patios, decks, and walkways



Curb-appeal projects make the property look good as soon as prospective buyers arrive.

While these projects may not add a considerable amount of monetary value, they will help your home sell faster—

and you can do a lot of the work yourself to save money and time.



Want To Sell Your House This Winter? Price It Right.

Pricing your house right is especially important right now. If you're thinking of selling your house this winter, you need to have an accurate understanding of how much you should expect to sell for.

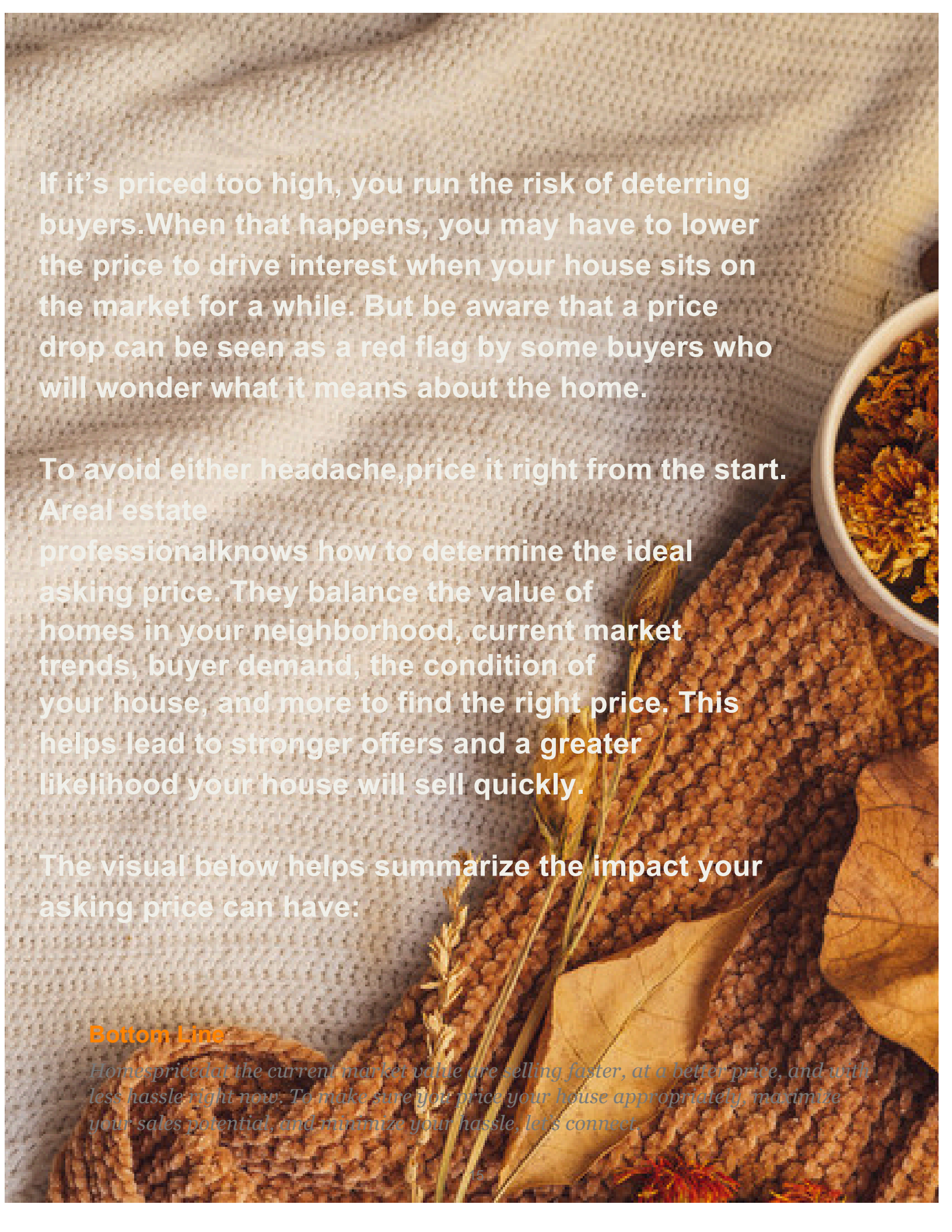
Over the last year, the housing market's gone through significant change. While it's still asellers' market,**homes that are priced right are selling, and they get the most attention from buyers right now.** If you're thinking of selling soon, it's important to lean on your expert real estate advisor when it comes to setting a list price.

In today's market, how you price your house will not only make a big difference to your bottom line, but to how quickly your house will sell.

Why Pricing Your House Right Matters

Your asking price sends a message to potential buyers, especially today.

If your house is priced too low, you may leave money on the table or discourage buyers who may see a lower-than-expected price tag and wonder if that means something is wrong with the home.



If it's priced too high, you run the risk of deterring buyers. When that happens, you may have to lower the price to drive interest when your house sits on the market for a while. But be aware that a price drop can be seen as a red flag by some buyers who will wonder what it means about the home.

To avoid either headache, price it right from the start. A real estate professional knows how to determine the ideal asking price. They balance the value of homes in your neighborhood, current market trends, buyer demand, the condition of your house, and more to find the right price. This helps lead to stronger offers and a greater likelihood your house will sell quickly.

The visual below helps summarize the impact your asking price can have:

Bottom Line

Homes priced at the current market value are selling faster, at a better price, and with less hassle right now. To make sure you price your house appropriately, maximize your sales potential, and minimize your hassle, let's connect.



*. . . sellers who price and market
their home competitively shouldn't
have a problem finding a buyer.*

-Jeff Tucker, Senior Economist, *Zillow*

Leverage Your Equity When You Sell

One of the benefits of selling your house is that you can use the equity you've built to power your move. Here's how it works.

By selling your house, your equity can be used toward purchasing your next home. But before you can put it to use, you should understand exactly what equity is and how it grows.



What Is Home Equity?

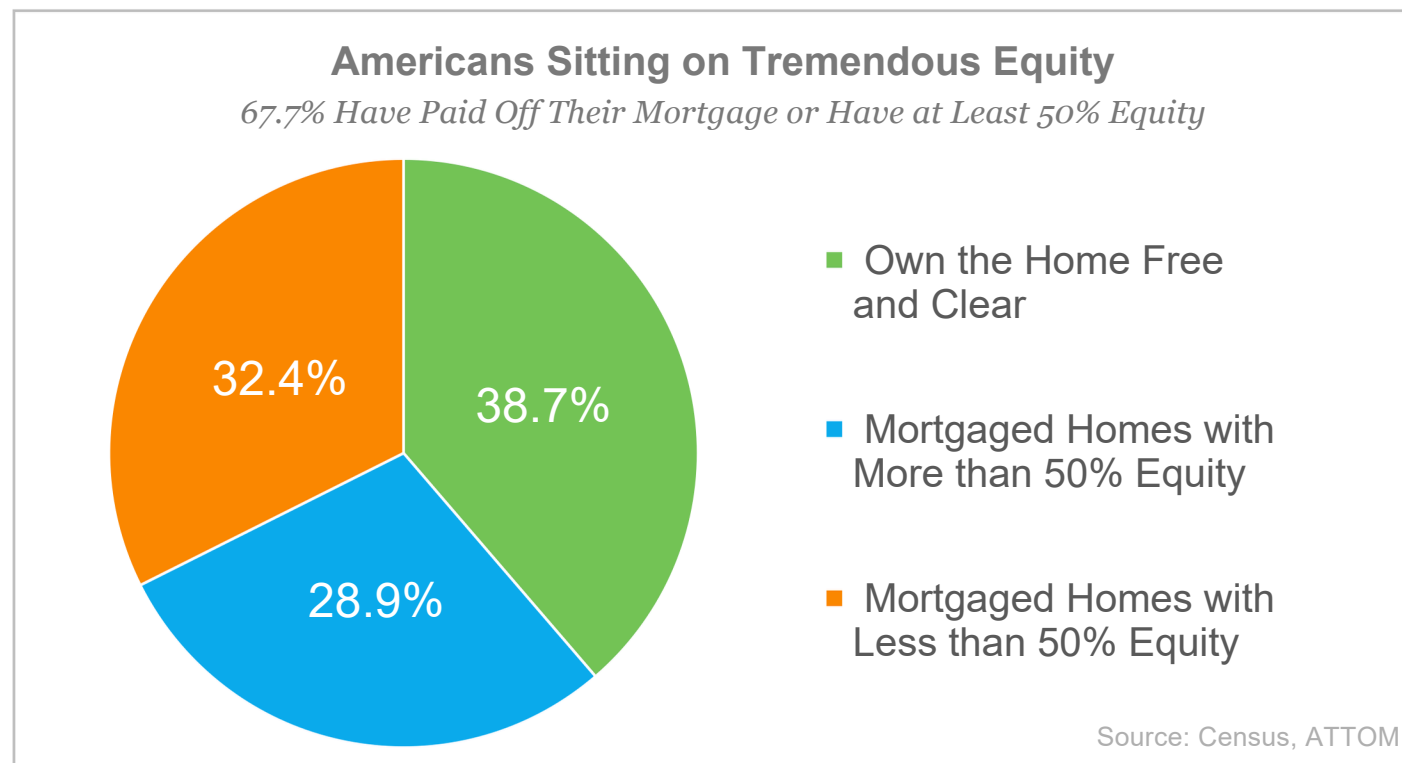
Equity is the current value of your home minus what you owe on the loan.

Over time, you build equity as you make your monthly mortgage payments and as home prices appreciate. It works like this:



Majority of Americans Have a Large Amount of Equity

If you've owned your home for a while, you've likely built up some equity –and you may not even realize how much. Based on data from the *U.S. Census Bureau* and *ATTOM*, the majority of Americans have a substantial amount of equity right now (see graph below):



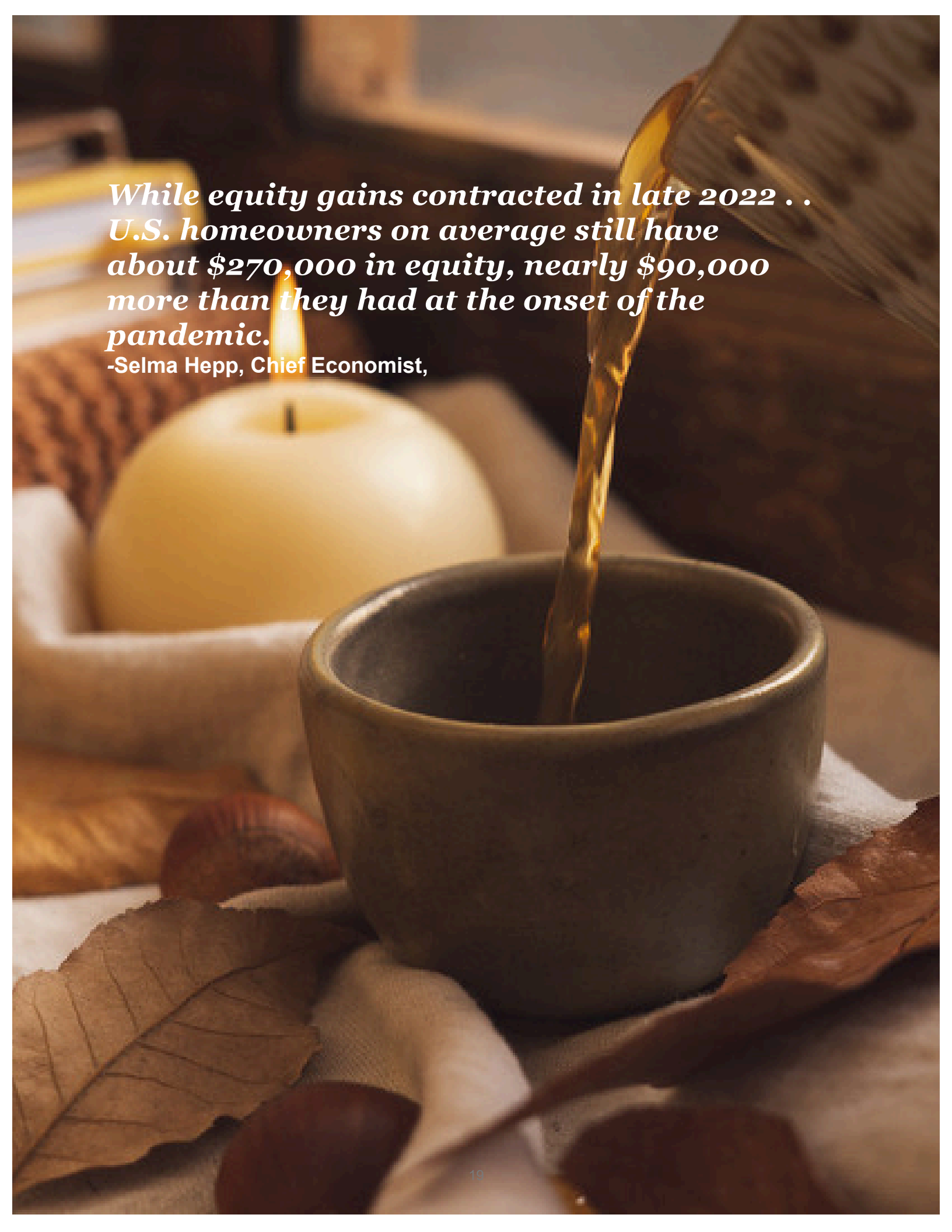
And having such large amounts of equity is a benefit to homeowners in more ways than one. Rick Sharga, Founder and CEO at *CJ Patrick Company*, explains:

“Record levels of home equity provide security for millions of families, and minimize the chance of another housing market crash like the one we saw in 2008.”

Over time, your home equity grows. In addition to providing financial stability while you own your house, when you're ready to sell it, that money could go a long way toward paying for your next home.

Bottom Line

By selling your house and leveraging your equity, it can be easier to pay for your next home. Let's connect so you can find out how much home equity you have and start planning your next move.



***While equity gains contracted in late 2022 . .
U.S. homeowners on average still have
about \$270,000 in equity, nearly \$90,000
more than they had at the onset of the
pandemic.***

-Selma Hepp, Chief Economist,

Reasons To Hire a Real Estate Professional

Thinking of buying or selling a home? Here are just a few reasons why you'll want a trusted real estate professional on your side.



Industry Experience

We're well versed in the housing market and know the ins and outs of the entire process for both buyers and sellers.



Expert Insights

We simply and effectively explain today's market conditions and what they mean for you.



Pricing and Market Value

We help you understand today's real estate values when setting the price of a listing or making an offer to purchase a home.



Contracts and Fine Print

We help with all disclosures and documents necessary in today's heavily regulated environment.



Negotiation Experience

We act as a buffer in negotiations with all parties throughout the entire transaction.



Latest Technology

We know how to use the latest tools to make the process (and your life) easier.



An Expert Makes All the Difference When You Sell

If you're thinking of selling your house, it's important to work with someone who understands how the market is changing and what it means for you. Here are five reasons working with a professional can ensure you'll get the most out of your sale.

1. Local Agents Are Experts on Market Trends

Leslie RoudaSmith, 2022 President of the *National Association of Realtors*(NAR), explains:

*"During challenging and changing market conditions, one thing that's calming and constant is the assurance that comes from a Realtor® being in your corner through every step of the home transaction. **Consumers can rely on Realtors®' unmatched work ethic, trusted guidance and objectivity to help manage the complexities associated with the home buying and selling process.**"*

An expert real estate advisor has the latest information about national trends and your local area too. More importantly, they'll know what all of this means for you, so they'll be able to help you make a decision based on trustworthy, data-bound information.

2. A Local Professional Knows How To Set the Right Price for Your Home

If you sell your house on your own, you may be more likely to overshoot your asking price because you're not as aware of where home prices are today. Pricing your house too high can deter buyers or cause your house to sit on the market for longer.

Real estate professionals look at a variety of factors, like the condition of your home and any upgrades you've made, with an unbiased eye. They compare your house to recently sold homes in your area to find the best price for today's market, so your house sells quickly.

3. A Real Estate Advisor Helps Maximize Your Pool of Buyers

Real estate professionals have a wide range of tools at their disposal, such as social media followers, agency resources, and the *Multiple Listing Service* (MLS) to ensure your house gets in front of people looking to make a purchase. *Investopedia* explains why it's risky to sell on your own without the network an agent provides:

"You don't have relationships with clients, other agents, or a real estate agency to bring the largest pool of potential buyers to your home."

Without access to your agent's tools and marketing expertise, your buyer pool –and your home's selling potential –is limited.

4. A Real Estate Expert Will Read –and Understand –the Fine Print

Today, more disclosures and regulations are mandatory when selling a house. That means the number of legal documents you'll need to juggle is growing. NAR explains it like this:

"There's a lot of jargon involved in a real estate transaction; you want to work with a professional who can speak the language."

5. A Local Professional Is a Skilled Negotiator

If you sell without an expert, you'll be responsible for any back-and-forth during the homebuying process. That means you'll have to coordinate with:

The buyer, who wants the best deal possible

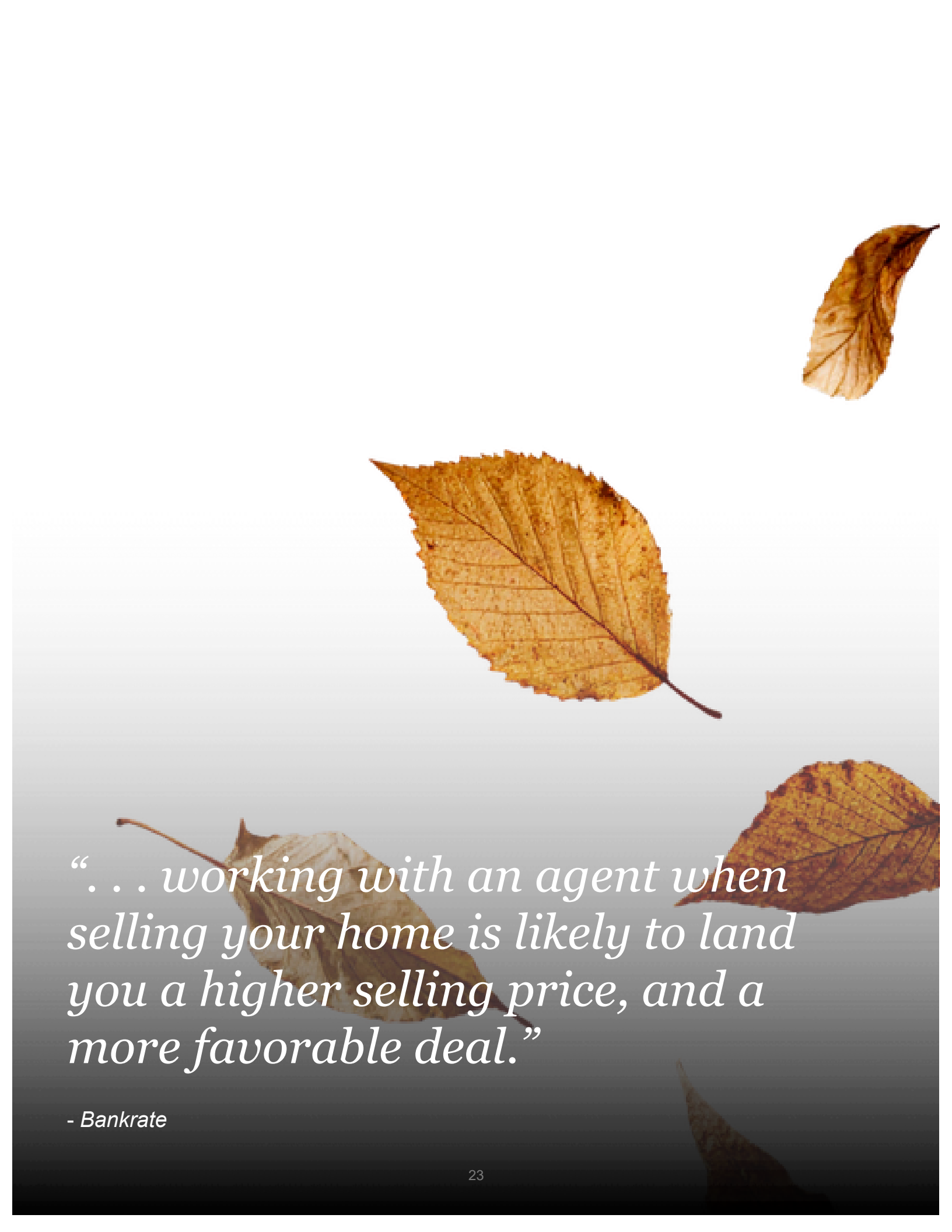
The buyer's agent, who will use their expertise to advocate for the buyer.

The inspection company, which works for the buyer and will almost always find concerns with the house

The appraiser, who assesses the property's value to protect the lender

Bottom Line

Don't go at it alone. If you're planning to sell your house this winter, let's connect so you have an expert by your side to guide you in today's market.



“... working with an agent when selling your home is likely to land you a higher selling price, and a more favorable deal.”

- Bankrate

Winter Simmer Pot

The house should smell like the holidays before anyone walks in. This does it, and you can't burn it.

In the pot:

- 1 orange, sliced, or a handful of dried orange wheels
- 3–4 cinnamon sticks
- 2 tbsp whole cloves
- 2 star anise
- 1 sprig fresh rosemary
- 1 tsp vanilla extract
- 4 cups water

Method: everything in a small saucepan, bring to a bare simmer, then turn it down as low as it will go. Top off the water as it cooks down. One pot lasts two or three days if you refrigerate it overnight and reheat.

Dried orange wheels and cinnamon from the farm store make this a five-minute gift, too.



Four-Ingredient Farmhouse Cookies

No flour, no butter, no mixer. Four things you already have, and about 20 minutes.

You need:

- 1 cup creamy peanut butter
- 1 cup packed brown sugar
- 1 large egg
- 1 tsp baking soda
-

Method: heat the oven to 350°F. Stir everything together until it's one smooth dough. Roll into 1-inch balls, space them on a lined sheet, and press each one down with a fork. Bake 10–12 minutes until the edges set. Cool five minutes on the sheet before they come off. Makes about 18.

Optional: press a chocolate chip or a dried cranberry into the top of each before baking. Swap the peanut butter for almond butter if you'd rather.

Naturally flour-free: this one works for the gluten-free crowd at the open house, and makes the home smell amazing.

Some People Want A House. Some Want Land.

We work both ends of it: a starter home inside the perimeter, or twenty acres with a barn and a creek. Poultry, goats, horses, Highland cows, row crops, timber, or just room enough that your nearest neighbor isn't visible from the porch. Metro Atlanta and well past it.

What we handle on rural land:

- Farm and land purchases: pasture, timber, crop acreage, recreational tracts
- Homes with acreage, barns, shops and outbuildings
-
- USDA and Farm & Land financing: 100% options available on eligible rural property
-
- Construction and renovation loans for a house, a barn, or a build-out
- Out-of-state buyers relocating to North Georgia
-

Green Olive Tree Farm

Every acre we help place keeps the mission moving: Let food be thy medicine, and medicine be thy food. Proceeds from our Founder's Collection support Green Olive Tree Farm and farmers across America.

Tell us what you're picturing: five acres and chickens, or a working farm you can hand down. We'll find it, and we'll finance it.

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Your Closing Makes an Impact

Every closing helps support the Farms Over Pharma Project,
advancing healing, hope, and a healthier future.



SUPPORTING
HEALING



GROWING
HOPE



BUILDING A
HEALTHIER FUTURE

If you've been waiting for the right time to sell your house, low inventory this winter sets you up with a big advantage. Let's connect to make sure your house is ready to sell.

Peachtree Battle Realty – Atlanta's Winning Move!

**Before the first freeze: read our Winter Home Safety Checklist,
What a retired firefighter checks first. peachtreebattlerealty.com**



Let's Chat.



I'm sure you have questions and thoughts about the real estate process.

I'd love to talk with you about what you've read here and help you on the path to selling your house. My contact information is below, and I look forward to working with you.



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