

IF YOU WANT TO BUY OR SELL A HOME, IT'S IMPORTANT TO KNOW WHETHER YOU ARE IN A BUYER'S OR SELLER'S MARKET. Market conditions fluctuate, impacting the price and availability of properties. A local real estate professional can identify the current market, and devise strategies to help you buy or sell property at the most opportune time.

BUYER'S MARKET

A buyer's market occurs when there are more properties for sale than buyers looking to purchase them. This creates more opportunities and better deals for buyers.



Lower Sale Prices

Sellers may need to use staging and incentives.

Slower Sales

Longer Days on the Market



SELLER'S MARKET

A seller's market occurs when there are more interested buyers than properties for sale, thus giving sellers the advantage.



Higher Sale Prices

Buyers are in direct competition to purchase.

Faster Sales

Shorter Days on the Market



COMMON INDICATORS:

Seasons:

Spring & Summer



Location:

Less Populated Areas

Economy:

Stagnant



COMMON INDICATORS:

Seasons:

Fall & Winter



Location:

Metropolitan Areas

Economy:

Jobs & Growth

