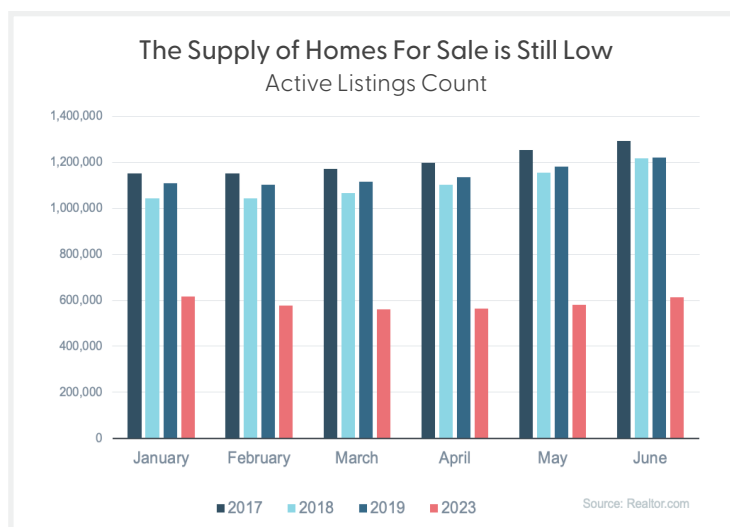




TODAY'S HOUSING INVENTORY IS A SWEET SPOT FOR SELLERS

One of the biggest challenges in the housing market right now is how few homes there are for sale compared to the number of people who want to buy them. To help emphasize just how limited housing inventory still is, let's take a look at the latest information on active listings, or homes for sale in a given month, as it compares to more normal levels. According to a recent report from the website Realtor.com: *"On average, active inventory in June [2023] was 50.6% below pre-pandemic 2017-2019 levels."*

The graph below helps illustrate this point. It uses historical data to provide a more concrete look at how much the numbers are still lagging behind the level of inventory typical of a normal market:



It's worth noting that 2020-2022 are not included in this graph. That's because they were truly non-typical years for the housing market. To make the comparison more accurate, those years have been omitted so they don't distort the data.

When you compare the red bars for 2023 with the more typical years (for example 2017-2019), you can see the number of active listings is still far below the norm.

WHAT DOES THIS MEAN FOR YOU?

If you're thinking about listing your house, low inventory is a reason why it's still a great time to sell. Buyers have fewer choices now than they've had in past years, which is continuing to impact key statistics in the housing market. For example, sellers will be happy to see the following data from the latest *Confidence Index* from the National Association of Realtors:

- Homes that sold in less than a month ticked up slightly to 74%
- Median days-on-market dropped to 18 days, showing that homes are still selling fast, when priced right
- Average number of offers on recently sold homes went up to 3.3

When supply is low, your house will be in the spotlight. That's why sellers are seeing their homes sell a little faster and receive more offers. *If you've thought about selling, now's the time to make a move. Let's connect to get the process started.*



Leading up to the housing crash of 2007, lending standards were more relaxed with little evaluation done to measure a borrower's potential to repay their loan. Today, standards are tighter, and the risk is reduced for both lenders and borrowers alike. **Contact me if you have more questions about pre-approval!**

ECO-FRIENDLY & ENERGY-EFFICIENT HOMES ATTRACT BUYERS



Are you planning to sell your house? If so, you may be surprised to hear just how much today's buyers value energy efficiency and eco-friendly features.

In fact, the *2023 Realtors and Sustainability Report* from the National Association of Realtors (NAR) shows 48% of agents or brokers have noticed consumers are interested in sustainability.

According to Jessica Lautz, *Deputy Chief Economist and VP of Research* at NAR:

"Buyers often seek homes that either lessen their environmental footprint or reduce their monthly energy costs. There is value in promoting green features and energy information to future home buyers."

CONSIDER UPGRADING YOUR HOME TO MAKE IT MORE APPEALING

If you want to upgrade your house in a way that maximizes its green appeal, you'll want to work with a local real estate agent to understand what buyers in your area are looking for. The same NAR report identifies the following green home features as most important to buyers at a national level:

- Windows, doors, and siding
- Proximity to frequently visited places
- A comfortable living space
- A home's utility bills and operating costs

While you can't change the location of your house, you can take action to make sure it's as comfortable as possible while also helping to lower the operating costs. *ENERGY STAR* shares some suggested upgrades as ones that may be worth considering:

- **Heating and cooling:** Ensure your HVAC system is properly maintained and regularly serviced. Consider upgrading to a high-efficiency model, if needed.
- **Water heater:** Upgrading to a heat pump style water heater can significantly reduce energy consumption.
- **Smart thermostat:** A big part of your energy bill goes to

heating and cooling. Install a programmable thermostat to better regulate temperature settings. This not only enhances comfort but can also lower energy usage.

- **Attic insulation:** Proper sealing and insulation in your attic help prevent air leaks and maintain a comfortable temperature, reducing the strain on heating and cooling systems.
- **Energy-efficient windows:** Replacing old, drafty windows with energy-efficient ones can minimize heat transfer and lower your energy bills.

It's worth noting that you may be able to take advantage of tax credits and rebates for energy-efficient home installations and upgrades. These incentives could help offset a portion of the costs associated with eco-friendly home improvements.

As you prepare to sell your house, it's important to recognize that real estate agents are valuable resources. They can help you determine which upgrades would be the most appealing for buyers in your area and provide guidance on which green features to highlight in your listing. If you've already made these updates recently, tell your agent so they can feature them in your home sale marketing.

A map of a residential area with a property listing overlay. The overlay shows a house with a garage and the text: **\$385,000**, **Active**, 2 bd | 3 ba | 2283 sf. The map includes various price tags (e.g., 305k, 380k, 300k, 400k, 360k, 300k, 350k, 260k, 385k, 281k, 310k, 250k, 450k, 260k, 750k, 395k, 345k, 207k, 379k, 400k, 440k, 390k, 500k, 800k) and labels for 'EERNBROOK LN', 'Maple Senior School', and 'Community center'. A blue circle with a white plus sign is also visible on the map.