

THE SELLER'S EDGE

Current Trends, Insights & What to Expect in Summer 2026

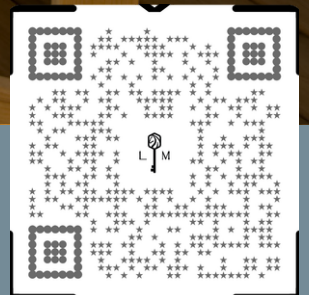


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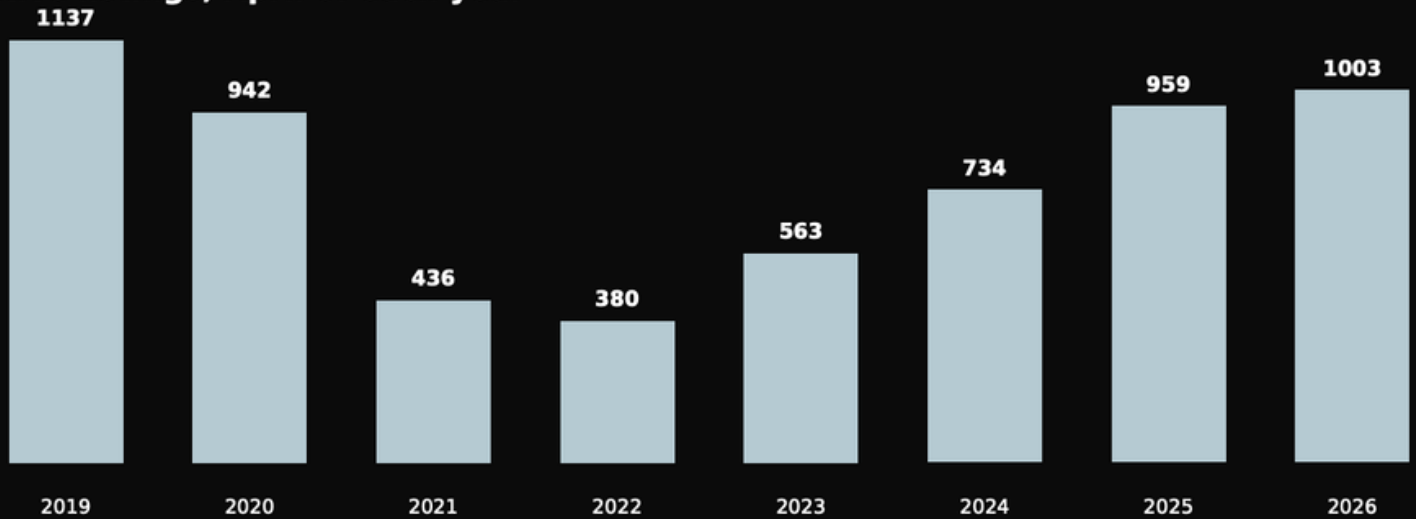
Forbes
GLOBAL PROPERTIES

SCAN FOR A
LOCAL MARKET
UPDATE AND
SELLER TIPS



The Market Has Shifted. Your Strategy Should Too.

Active listings, April of each year



Inventory has moved closer to normal levels, giving buyers more options and more leverage than they had during the peak frenzy. That does not mean sellers cannot win. It means pricing, presentation, and negotiation matter more.

The winning approach is local: understand your competition, launch at a compelling price, and create enough urgency to make buyers act.

Three Things Sellers Need To Know

Price Creates the First Impression:

A compelling price attracts attention. An inflated price often creates silence, fewer showings, and a later reduction.

Flexibility Keeps Deals Together:

Credits, repairs, and closing-cost support can be used as tools to bridge a gap and protect the larger goal.

Local Guidance Changes the Outcome:

National trends are useful, but your neighborhood, price range, and competition determine the right plan.

Work with a trusted lender before touring so you understand the tradeoffs - not after you fall in love with a home.

The Fast-Sale Formula

Buyers quickly skip homes
that feel overpriced.

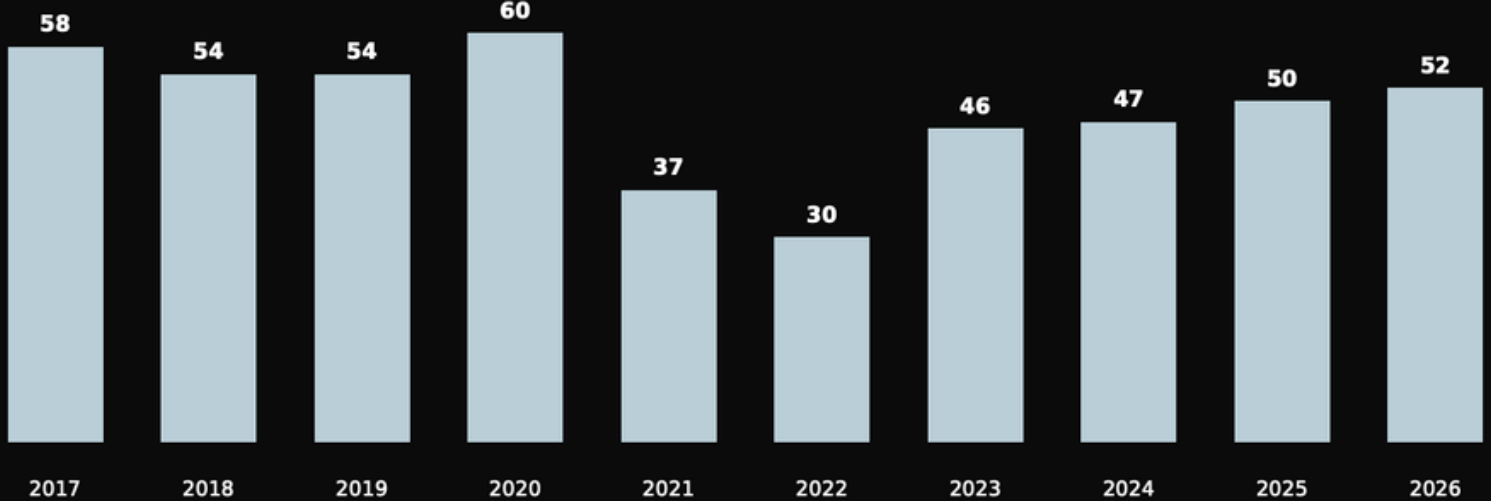
44% Share of sellers offering
concessions.

39% Approximate five-year
price growth cited in the
source guide.

Today's successful seller is informed,
prepared, and willing to respond to the
market!

A slower national pace does not mean your home has to sit. The homes that create the strongest first impression still earn attention quickly.

Median days from listing to closing



52 Days is the
typical full process
from listing to
closing

The goal is not simply to list. It is to launch correctly
so your home feels like the best available choice
from day one.

Why Do Some Homes Sell Faster Than Others?

CONDITION | PHOTOS | LAYOUT
LOCATION | PRICE

Buyers compare your home to every other option on their screen. The listings that look move-in ready, feel appropriately priced, and photograph beautifully rise to the top.

Prepare:

Address distractions, repairs, and visual clutter before the first showing.

Position:

Price against the current competition - not last year's headlines.

Present:

Use staging, professional media, and strong storytelling to create desire.

Pivot:

Read showing feedback and market signals early enough to protect momentum.

Staging Is More Than Decor

Staging creates clarity. It shows buyers how rooms function, makes spaces feel brighter and larger, and helps online photos stop the scroll.



73%

Faster sale potential
cited by Redfin in the
source guide

350%

Illustrative mid-level
staging ROI in the
source guide

DECLUTTER:

Remove excess furniture, personal items, and visual noise.

DEFINE:

Give every room a clear purpose and natural flow.

ELEVATE:

Add light, texture, greenery, and a few intentional finishing touches.

Not Every Home Needs the Same Level of Staging

The best choice depends on your home, your competition, your likely buyer, and your budget. The goal is not to decorate for yourself - it is to merchandise the home for the market.



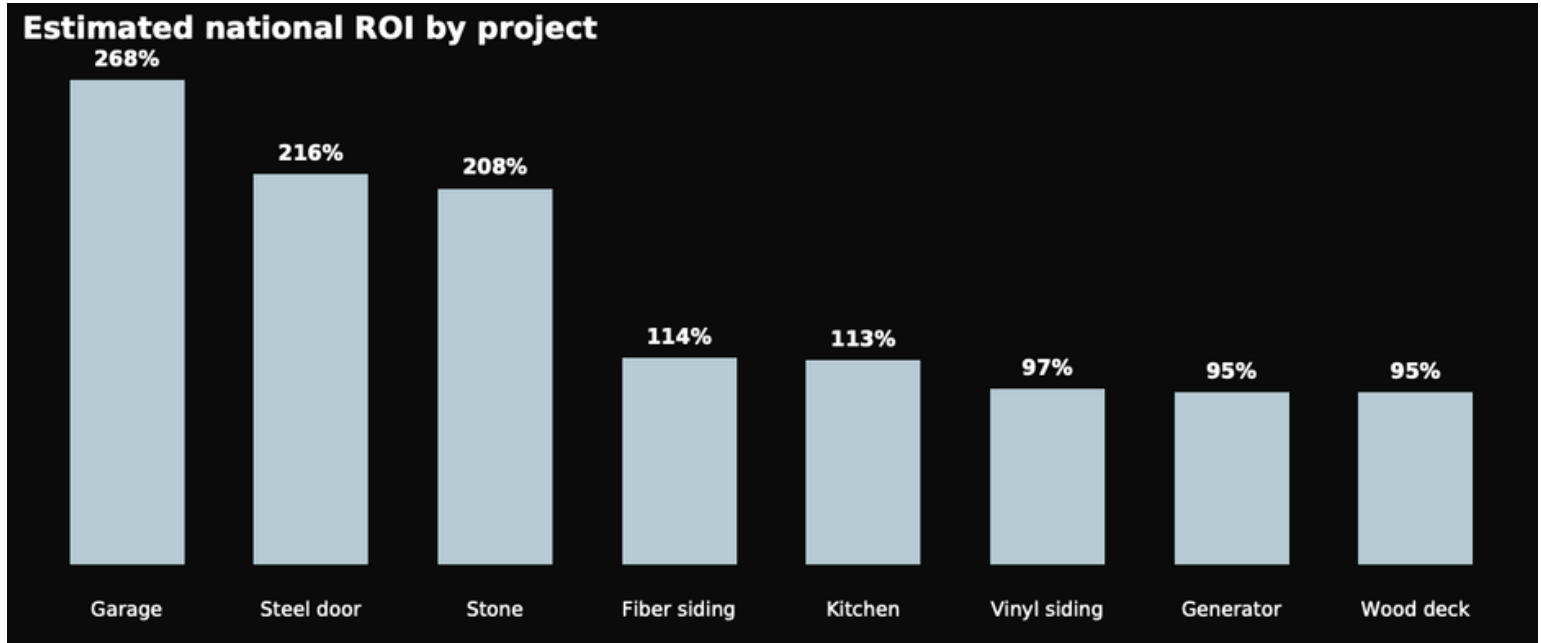
PROFESSIONAL:
Ideal for vacant, high-end, or visually challenging spaces.

VIRTUAL:
Useful for empty rooms when clearly disclosed and paired with strong photography.

EDIT + STYLE:
Declutter, rearrange, and add finishing touches for a cost-conscious refresh.

Updates That Can Pay You Back

Focus on visible, value-forward projects.



Small Updates. Big Visual Impact.

HIGH IMPACT:

- Fresh paint
- Updated lighting
- Modern hardware
- Clean windows
- Crisp landscaping

FIX FIRST:

- Leaks or moisture
- Broken fixtures
- Damaged trim
- Safety issues
- Obvious deferred maintenance

AVOID OVERDOING:

- Highly personal finishes
- Major remodels without local demand
- Projects that delay your launch
- Improvements buyers will not value



The Hidden Wealth in Your Home

Equity is the difference between your home's current value and what you still owe. It grows through mortgage paydown and appreciation - often quietly, year after year.

45.2%

Homeowners who have stayed more than 15 years.

1 in 4

Homeowners who have stayed more than 25 years.

VALUE:

Estimate today's realistic market value.

BALANCE:

Subtract your mortgage and likely selling costs.

OPTIONS:

Use the remaining equity for a down payment, debt reduction, or an all-cash move.

What Time in the Market Can Create:

Bought	Price	Down	Principal	Growth	Total Equity
1995	\$114,600	\$22,920	\$91,680	\$320,700	\$435,300
2005	\$229,000	\$45,800	\$84,317	\$206,300	\$336,417
2015	\$236,300	\$47,260	\$38,476	\$199,000	\$284,736

Your actual equity depends on your purchase price, original down payment, improvements, mortgage balance, and local market value. These examples are illustrations - not estimates for your home.

\$400K+

Illustrative equity for a
mid-1990s buyer

\$330K+

Illustrative equity for an
early-2000s buyer

\$285K

Illustrative equity for a
2015 buyer

Knowing the number does not obligate you to sell. It simply gives you clarity about what your next move could look like.



Could Your Equity Make You a Cash Buyer?

For some downsizers and longtime owners, the answer may be yes.

39.3%

Own their home free and clear.

26.3%

Have a mortgage with more than 50% equity.

1 in 4

Transactions cited as all cash.

What Strong Equity Can Do:

- Reduce the amount you need to finance
- Offset a higher rate with a larger down payment
- Strengthen your offer on the next home
- Make downsizing without a mortgage possible
- Create flexibility for repairs, moving, or reserves

The Most Expensive Mistake is Starting Too High

Your list price shapes the first impression before a buyer ever steps inside. When it misses the market, the launch loses momentum - and later reductions can create doubt instead of urgency.

The right price is not the highest number someone is willing to put on paper. It is the number most likely to create competition and protect your net.

59%

FSBO homes that reduced price at least once, cited in the source guide.

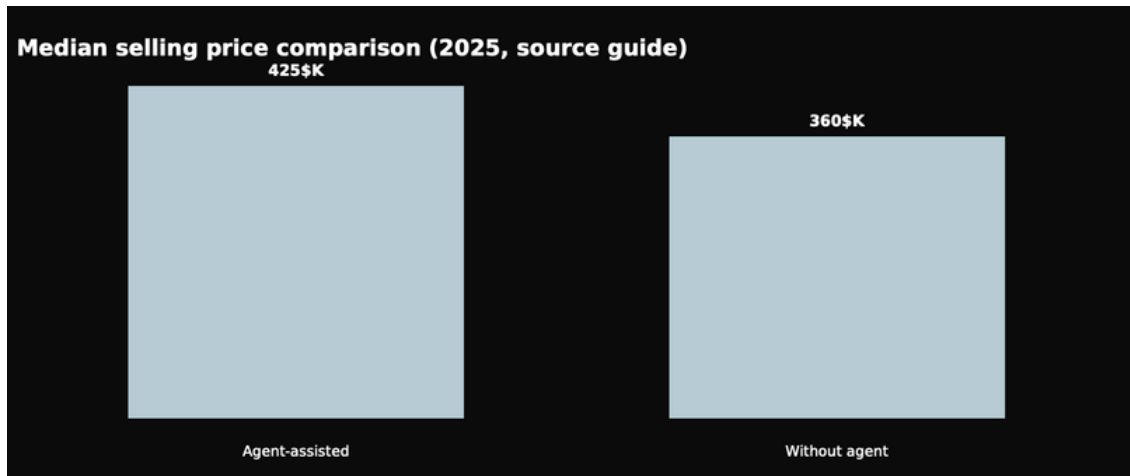
Day 1

When your strongest buyer attention usually occurs.

Local

What should anchor the pricing decision.

Selling Without an Agent Can Cost You More



The source guide reports a \$425,000 median for agent-assisted sales versus \$360,000 for homes sold without an agent. It also notes that lower-priced homes are more likely to be sold by owner, so the comparison is not a perfect apples-to-apples measure.

PRICE:

Current local demand, competition, condition, and buyer behavior.

PREP:

Repairs, staging, photography, and launch timing.

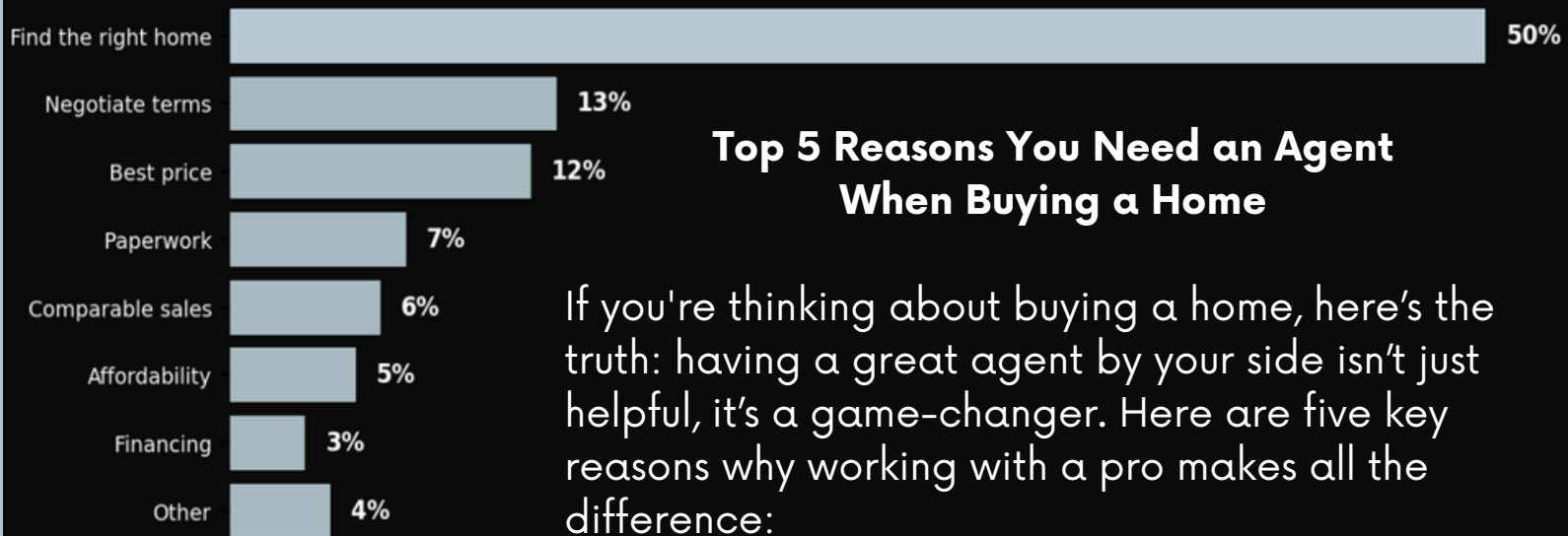
PRESENTATION:

Marketing that makes the home feel valuable before the showing.

NEGOTIATION:

Terms, credits, contingencies, appraisal risk, and closing strategy.

WHAT BUYERS VALUE MOST FROM THEIR AGENT



1. You Get a True Expert in Your Corner

Buying a home is a big move, and the process is always evolving. A great agent knows the latest rules, trends, and tools, and they'll walk you through every step. You don't need to figure it all out alone.

2. They Know Your Local Market Inside and Out

An agent doesn't just show you homes, they help you understand your market. They know what's selling, what's sitting, and where the opportunities are. They'll help you cut through the noise and focus on what really matters for your goals.

3. They'll Help You Make the Right Offer

What's the home really worth? Is the price fair? Could there be hidden issues? An experienced agent will help you figure out how to structure a strong, smart offer, without overpaying or missing something important.

4. They Handle the Contracts and the Fine Print

Real estate comes with a lot of paperwork, and it's full of terms, deadlines, and disclosures you don't want to overlook. Your agent will make sure you know exactly what you're signing and why it matters.

5. They're Your Negotiator and Advocate

From the first offer to the final walkthrough, your agent is your voice. They'll negotiate on your behalf, manage communication with the seller's side, and protect your interests every step of the way.

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