

Market Update

In any year, the seasonality of the 4th quarter drives a shift in the market. This fall however, we saw a stronger shift than we have had in recent years. The year-over-year indicators show that the market is readjusting from the powerhouse sellers market to a balanced market with buyers beginning to have slightly more negotiating power. Price drops and longer days on the market are becoming a reality as the market readjusts and inventory levels edge closer to an even market.

Homes in the \$130,000-\$200,000 price range (all housing types) still sell quickest with an average of 18 days on market. Around \$300,000, the market slows down with an average DOM of 43. Can you still sell your home now? Of course! However, the days of "anything goes" are...well, gone for now. Smart staging, pricing and marketing strategies will be of paramount importance as we move into a more balanced market. (Check out YourCoreAdvisor.com on how to sell your home in the "off season")



Top 5 New Years Resolutions for Homeowners

1. **Start an emergency fund** - You'll need this on a cold night if your furnace breaks! Fund should cover a few months expenses, so set aside money at each paycheck.
2. **Take a closer look at your homeowners insurance** - your home is usually your biggest asset, so take the time to review your coverage. Call Lee Winters Insurance 919-828-7130 for a quote.
3. **Get an energy efficiency audit** - are you wasting money because your home is wasting energy?
4. **Consider a home warranty** - especially helpful in the 1st year of home ownership. Call Lisa Best at AHS for a quote! 919-803-9623
5. **Create a disaster kit with home inventory** - include financial documents & take pictures of each room. Store in a fireproof safe. *-adapted from Washington's Top News*

BROKER-IN-CHARGE BRIEF

Starting a new company is quite a learning experience! When we set out to take our service model and build a real estate brokerage around it, we didn't have any idea what the exact steps would be. There just isn't a class you can take on this stuff! Fortunately, like our buyers and sellers who are venturing into the market unsure of the steps, we didn't have to try to get all the pieces in place alone. We are a team and worked, brainstormed and strategized together to understand all the steps and get each piece completed.

Like starting a new company, buying or selling a home takes a collaborative effort. The lender, attorney, buyers, sellers and agents all work together to make your real estate transaction go smoothly. When you refer your neighbors, friends and family to us, you know they will have a team behind them working to make sure the process is seamless and it all comes together beautifully in the end! Welcome to the new CORE level of service!!

