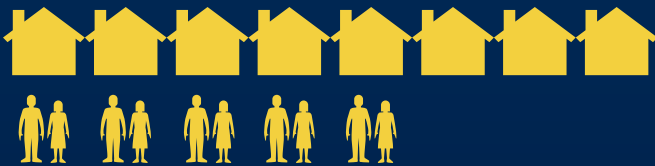


**IF YOU WANT TO BUY OR SELL A HOME, IT'S IMPORTANT TO KNOW WHETHER YOU ARE IN A BUYER'S OR SELLER'S MARKET.** Market conditions fluctuate, impacting the price and availability of properties. A local real estate professional can identify the current market, and devise strategies to help you buy or sell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

