

# BUYER'S MARKET

vs.

# SELLER'S MARKET

## 3 IMPORTANT DIFFERENCES

Understanding the nature of the market when you get ready to sell or buy is key to ensuring you approach the transaction with the best strategy for you. People sell homes whether it's a buyer's market or a seller's market but learning the key differences can help you tailor your approach. Let's break down the differences.

### 1. WHAT IS A BUYER'S MARKET?

Many people think that a buyer's market is simply a market that's better for buyers. But there are additional factors to consider such as homes tend to sit on the market longer, sell for less, and sellers compete for a smaller pool of buyers.

### 2. WHAT IS A SELLER'S MARKET?

A seller's market can also be more nuanced than simply a market that's great for sellers. It can include a larger pool of buyers, a smaller pool of homes available, and buyers' migration.

### 3. HOW TO LEVERAGE THE DIFFERENCES TO YOUR ADVANTAGE

Experts might claim that it's heading toward a buyer's market nationwide, but that generalization may not apply to your local market.

Sometimes markets are not strongly a buyer's or seller's market—you could have a small pool of buyers and a small supply of available properties or a large pool of buyers and an abundant supply.

Focusing on the local market can help you identify and establish the best approach. It will also help you determine who your buyers are. Perhaps the pool of buyers is smaller, but they're ready to purchase and have specific goals. I am a real estate agent well-versed in both markets and can create a targeted campaign that will establish the response you need to thrive regardless.



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