



FARMS & ESTATES REALTY

OCTOBER NEWSLETTER

Real Estate Spook-tacular



THE MARKET POTION

What's Brewing this October?

This October, the market is concocting something special! With a mix of stable trends and some unexpected twists, it's a brew you'll want to sip slowly. Whether you're looking to cast a spell on your next dream home or conjure up a sale, this month's market update has all the ingredients you need for a successful real estate journey. Stay tuned for more insights!



GHOULISH GLAM

Haunt Your Home in Style!

Ready to cast a spell on your home this Halloween? From eerie entrances to frightful front yards, we've brewed up some wickedly creative decor tips to make your place the envy of the neighborhood. Plus, we've got some sneaky tricks for buyers and sellers that are more treat than trick. Get ready to make your home the ultimate haunted haven!

MARKET UPDATE

WELCOME TO THE OCTOBER REALTY BREW!

As the leaves fall, so do interest rates (well, sometimes). The market is brewing up some interesting trends this spooky season:

- Sellers: Homes are still selling for strong prices, but strategy matters — realistic pricing and flexibility are key.
- Buyers: More inventory = more choices! You have a bit more negotiating power, but demand is still active, so be prepared to move when you find the right home.

Whether you're buying or selling, this October market is no trick—just treats!



NEW LISTINGS

408



LISTINGS SOLD

336



AVERAGE PRICE

\$633,789



AVG. DAYS ON THE
MARKET

52

HOME SWEET HAUNTED HOME

Get Your Home Halloween-Ready with These Spook-tacular Tips



Wicked Welcome:

Drape your front porch in eerie cobwebs and hang a glowing, grinning jack-o'-lantern to greet your guests with a spooky smile.

Sinister Silhouettes:

Place black paper cutouts of witches, bats, and ghosts on your windows—illuminated by candlelight, they'll cast haunting shadows outside.

Creepy Curtains:

Swap out your regular curtains for black lace or tattered fabric to add a dark, gothic vibe to your windows.

Haunted Hearth:

Deck out your fireplace mantel with black candles, cobwebs, and a raven or two perched ominously—perfect for setting a spooky scene indoors.

Phantom Figures:

Craft life-sized ghosts using white sheets and hang them in your trees or porch. A gentle breeze will make them eerily dance!

Bewitching Bouquets:

Create floral arrangements with dark-colored flowers, like deep red roses or black dahlias, mixed with twisted branches and faux spiders.

Monstrous Mirrors:

Cover mirrors with sheer black fabric or fake blood splatters for a haunted house feel—who knows what might look back at you?

BUYER TIPS

- **Beware of the Phantom Bidding War:** In this haunted market, competition can be fierce! Stay sharp and have your pre-approval ready to avoid getting ghosted by your dream home.
- **Don't Get Tricked by Old Bones:** When touring older homes, be sure to check for hidden skeletons like outdated wiring or creaky foundations. A thorough inspection can save you from future frights!

SELLER TIPS

- **Ward Off the Lowball Offers:** Price your home just right to avoid attracting lowballers. Set the stage with spooky decor to create an enchanting first impression that leaves buyers spellbound.
- **Exorcise the Clutter:** Before listing, make sure to banish any unnecessary clutter from your home. A clean, open space will help potential buyers see themselves living there—no crystal ball needed!



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UNLEASHING OUR INNER GHOST HUNTER!

LET'S UNEARTH YOUR DREAM HOME

Happy Halloween! We are Farms & Estates Realty, your friendly neighborhood realtor, here to help you find a home that's more treat than trick. This spooky season is perfect for cozying up in a haunted house or discovering a home with character and charm. With our expertise, we'll navigate the haunted corridors of the real estate market and unearth a property that's a perfect fit for you. Don't let the market ghost you—call us today and let's find a home where you'll make memories that last longer than a ghost story!