



**Keys for Buying
or Selling in
Today's Market!**

For Buyers

- You have more choices than in the recent “seller’s market” era. More inventory gives you bargaining leverage.
- Watch for opportunities to get a seller to lower price or offer concessions (repairs, closing costs, etc.).
- Be cautious: even though prices are down modestly, high mortgage rates still push monthly payments higher. Do your affordability math carefully.
- If your time horizon is longer (5–10 years), slight dips or softness may be less risky — you may ride out fluctuations.

For Sellers

- Homes need to be well-priced, in good condition, and staged to stand out.
- Expect more negotiation. Baker pricing “just under comps” may get you better traction than aggressive listing.
- Consider doing improvements that yield ROI (curb appeal, minor interior updates) to make your listing more competitive.
- Monitor comps and recent sales closely; don’t rely too heavily on older, inflated comparables.

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