

SEPTEMBER 2026

A REAL ESTATE NEWSLETTER

BY WILLIAM GAWNE JR.



NEWS INSIDE:

FALL HOME BUYER'S BRIEF GUIDE

What to know before the holidays to be prepared

LOCAL AREA MARKET UPDATE

Taking a look back at last months statistics

HOME REMODELING VS SELLING

Helping you find out which is right for you

EASY SEASONAL UPGRADES

TO HELP FALL IN LOVE WITH YOUR HOME AGAIN

As the weather cools down, it's the perfect time to fall in love with your home all over again. A few simple, affordable upgrades can make your interiors feel fresh, cozy, and inviting this season.

- **INCORPORATE TRENDING EARTH TONES**
Rich tones like rust, sage, and clay are in, add them with pillows, art, or an accent wall for a quick seasonal refresh.
- **TEXTURE IS EVERYTHING**
Layer cozy textures like boucle, velvet, and chunky knits for a modern, inviting feel, perfect for sofas or beds.
- **GO FOR WARM, AMBIENT LIGHTING**
Layered lighting is in, combine soft overhead lighting with lamps or smart bulbs for a warm fall glow

These small upgrades help your home be memorable to buyers.

FALL BUYER'S GUIDE: WHAT TO KNOW BEFORE THE HOLIDAYS

Thinking about buying a home this fall? You're not alone and you might be right on time. As the leaves change and the days grow shorter, the real estate market also shifts. Fall tends to bring more motivated sellers, fewer bidding wars, and a quieter pace that gives buyers room to breathe.

WHY FALL IS A GREAT TIME TO BUY

- ▶ **LESS COMPETITION, MORE FOCUSED SELLERS**
Summer's buzz fades in fall, meaning fewer buyers and more serious sellers. That can lead to better negotiation opportunities.
- ▶ **END-OF-YEAR MOTIVATION**
Many sellers want to close before year-end for financial or personal reasons. That urgency can be to your advantage.
- ▶ **SEASONAL PRICING**
While prices may not drop dramatically, you're more likely to avoid bidding wars and over-asking scenarios.
- ▶ **HOLIDAY MOVE-IN TIMELINE**
If you go under contract in early fall, you may be comfortably moved in just in time for Thanksgiving or the winter holidays.



FALL HOME-BUYING ESSENTIAL

Get Pre-Approved ASAP - With fewer homes on the market in the fall, you'll want to be ready to act quickly when you find the right one.

RECIPE CORNER

EVERYTHING RANCH CHEESE AND PRETZEL SNACK MIX

Prep Time: 10 minutes
Cook Time: 30 minutes
Total Time: 40 minutes
Servings: 8
Calories Per Serving: 372 kcal

SCAN FOR
FULL
RECIPE



HELLO, SEPTEMBER!

FALL IS JUST AROUND THE CORNER

Golden leaves, cozy vibes,
and fresh opportunities!
Whether you're planning
a move or refreshing your
space, I'm here to help.

*Fall in love with your
home again!*



SMALL BUSINESS OF THE MONTH

MIMI'S HANDMADE

ROCKVILLE, MD & CLARKSBURG, MD

At Mimi's Handmade Ice Cream, every scoop tells a story. Founded by Rollin Amore, Mimi's began as a lifelong dream inspired by cherished family traditions, rich cultural influences, and adventures traveling around the world. Here at Mimi's, we believe ice cream should be more than a dessert—it should be an experience. That's why we create fun, unique flavors handcrafted in small batches with all-natural, highest quality and locally sourced ingredients, creativity, and plenty of love. From classic favorites to unexpected flavor combinations, our passion is making a little something for everyone.

SEPTEMBER MAINTENANCE

- Avoid surprises have your heating system inspected
- Improve energy efficiency by applying weatherstripping
- Prepare outdoor lighting for shorter fall days
- Seal windows and doors to prevent any drafts
- Prevent freezing by detaching hoses from outdoor faucets



MARKET UPDATE

AUGUST 2026 | PRINCE GEORGE'S, ANNE ARUNDEL AND MONTGOMERY COUNTY

PROPERTIES
LISTED

3,280

AVERAGE
SALE PRICE

\$520,000

AVERAGE DAYS
ON MKT

31

PROPERTIES
SOLD

1,877

AVERAGE
LISTING PRICE

\$499,990

MONTHS OF
INVENTORY

2.7

HOME REMODELING VS SELLING WHAT IS RIGHT FOR YOU?

If you're feeling like your home no longer fits your lifestyle, you might be asking the big question: Should I remodel... or sell? Here's how to weigh your options based on your goals, budget, and timeline.

WHEN REMODELING MIGHT BE THE RIGHT MOVE

- ▶ You love your location and don't want to change schools, commute, or community
- ▶ You have renovation financing options (cash-out refi, home equity line of credit, etc)
- ▶ Local home prices are high, making it more cost-effective to update than to buy something similar
- ▶ Your updates are targeted, like a kitchen refresh or new flooring

QUICK Focus your remodel on updates that add value. Kitchens, TIP: bathrooms, and curb appeal upgrades for the best ROI.



WHEN SELLING MIGHT BE THE BETTER CHOICE

- ▶ Your current home can't be easily upgraded to fit your needs (e.g., layout limitations, small lot, no room to expand)
- ▶ Remodeling costs are too high compared to value you'd gain
- ▶ You want a new location, school district, or lifestyle change
- ▶ You're ready to downsize or upgrade, and it's a good time to sell

BONUS: With rising home values, your home equity may give you more buying power than you realize.



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JPAR Professionals

Realtor® since 2020, licensed in Maryland and Washington, D.C. Based in Bowie, MD, I proudly help buyers and sellers navigate every step of the real estate process with confidence.



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