AUGUST 2026

A REAL ESTATE NEWSLETTER

BY WILLIAM GAWNE JR.

NEWS INSIDE:

CATCH LATE-SUMMER BUYERS

STAND OUT BEFORE FALL HITS

As summer winds down, many buyers are eager to settle into a new home before fall routines kick in—especially families prepping for the school year. This creates a valuable window for sellers to act fast and strategically.

- Price It Right, Right Away: Late-summer buyers move fast—make sure your home is priced to sell from day one.
- Highlight Move-In Readiness: Highlight updated appliances, clean finishes, and move-in ease.
- Maximize Natural Light: Schedule showings during peak daylight for the best effect.
- Leverage Curb Appeal: Keep the yard tidy and inviting with fresh mulch, lighting, and greenery.

PROPERTY TAXES EXPLAINED WHAT THEY FUND

Property taxes are an unavoidable part of homeownership, but they’re also one of the most misunderstood. Whether you're buying your first home or moving to a new state, knowing how property taxes work can help you make smarter decisions.

WHAT DO PROPERTY TAXES PAY FOR?

Property taxes directly support your local community. When you pay them, you’re funding services like:

- Public schools
- Police and fire departments
- Road and sidewalk maintenance
- Public parks, libraries, and community programs
- Local government operations

So while it may feel like just another expense, those dollars go toward maintaining neighborhood quality—and even future property values.

WHAT IT MEANS FOR BUYERS & OWNERS

Before buying, always check a home’s property tax history and ask about future assessments or pending levies. And if you're already a homeowner, make sure you're getting any exemptions you're eligible for.

know where your tax dollars go, homeownership is more than a mortgage

BACK TO SCHOOL, BACK TO ROUTINE!

A FRESH START FOR THE WHOLE HOME

Backpacks are packed and routines return—time to reset, refresh, and get your home back on track.

wishing you a great school year!

SCAN FOR FULL RECIPE

RECIPE CORNER

EGGPLANT PIZZAS

Ingredients: 1 large eggplant-cut into 1/4 inch slices, 1 tablespoon coarse salt, 1 tablespoon oil, 1 teaspoon italian seasoning or oregano, salt and pepper to taste, 1 cup pizza sauce, 1 cup mozzarella, shredded, 1 ounce pepperoni

SMALL BUSINESS OF THE MONTH

ODD PROVISIONS

WASHINGTON, D.C.

Odd Provisions is a contemporary corner market providing fresh and convenient food and household necessities to the residents of Columbia Heights and Park View. We feature the products of local farmers and artisans as well as a curated selection of craft beer and wine.

We pride ourselves on exceptional customer service, anticipating and responding to the needs of our guests while providing an enjoyable shopping experience in a vibrant and unique setting.

AUGUST MAINTENANCE

- Inspect your roof for loose or missing shingles
- Power wash patio, siding, or driveway ready for fall
- Inspect fencing for damage or loose posts
- Inspect and clean gutters before fall leaves arrive
- Declutter entryway in prep for the back-to-school rush

MARKET UPDATE

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

PROPERTIES LISTED	AVERAGE SALE PRICE	AVERAGE DAYS ON MKT
3,658	$535,000	30
PROPERTIES SOLD	AVERAGE LISTING PRICE	MONTHS OF INVENTORY
2,243	$520,000	2.5

5 MISTAKES TO AVOID WHEN PRICING YOUR HOME TO SELL

Pricing your home right is crucial when selling. Set it too high, and it may sit on the market. Too low, and you risk leaving money on the table. Here are five common pricing mistakes to avoid

Overpricing From the Start

Many sellers aim high to leave room to negotiate, but in today's market, overpriced homes often get overlooked. Serious buyers won't waste time on listings that seem unrealistic.

Letting Emotions Set the Price

Personal memories don't add value. Stay objective and think like a buyer. Focus on the home's condition, upgrades, and how it compares to others on the market.

Ignoring Local Market Trends

Home values vary block by block. Rely on recent comps, not just national headlines or what your neighbor got a year ago. A local real estate agent can help analyze real-time data.

Disregarding Buyer Psychology

Even small pricing gaps matter. A home listed at $399,000 may attract more views than one at $405,000—because it fits under search filters and looks more competitive.

Failing to Adjust Quickly

If showings are slow or offers aren't coming in, don't wait too long to make a price change. The first two weeks on the market are critical for capturing attention.

The right price gets eyes on your home, builds interest, and helps you sell faster. A well-researched, data-driven strategy is key to a successful sale

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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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