

BUYER, SELLER, OR INVESTOR?

2026 REAL ESTATE GAME PLAN

Whether you're making your first move or your next one — this guide is for you.



Real estate in 2026 is full of opportunity — but only if you know where you stand and what your next step should be. Read the section that fits YOU and walk away with a clear, confident plan.

■ FOR BUYERS

Ready to find your next home? Here's what to know first.

Is 2026 a Good Time to Buy?

Yes — if you're financially ready. Less competition, more negotiating power, and motivated sellers all work in your favor.

Your 5-Step Buyer Game Plan:

- Get Pre-Approved First — Know your real budget and make your offers stronger.
- Define Must-Haves vs. Nice-to-Haves — Clarity saves time and heartache.
- Understand Total Costs — Taxes, HOA fees, insurance, and maintenance add up.
- Never Skip the Inspection — Even in fast markets. This protects your investment.
- Think Long-Term — Buy for your life 5-7 years from now, not just today.

■ *Pro Tip: First-time buyer? Ask Kami about down payment assistance programs — there may be money available you don't know about!*

■ FOR SELLERS

Thinking about listing? Here's how to maximize your sale.

Is 2026 a Good Time to Sell?

Inventory is still below historical norms in most markets. Well-priced, well-presented homes are still selling — often quickly.

Your 5-Step Seller Game Plan:

- Price It Right from Day One — The first 2 weeks are your golden window.
- Presentation Wins Deals — Clean, decluttered, professionally photographed homes sell for more.
- Small Updates = Big ROI — Paint, fixtures, and landscaping can add thousands.
- Know Your Net — Understand closing costs so you know your real take-home.
- Have Your Next Move Ready — Have a plan before you list.

■ *Pro Tip: Ask Kami for a free home value estimate — knowing your equity changes everything about your timeline.*



Kami Ketcham | Realtor®
CA DRE #01998709 | BS.146465 NV
(714) 399-5656
kami@ketchamrp.com | www.ketchamrp.com

📍 Ketcham Realty Partners

Rockford
REALTY

■ FOR INVESTORS

Looking to build wealth through real estate? Let's talk strategy.

Why Real Estate Still Wins in 2026

Cash flow, appreciation, tax advantages, and leverage — no other asset class offers all four at once. The winners are those who know their numbers cold.

Your 5-Step Investor Game Plan:

- Know Your Strategy — Long-term rental, short-term, fix-and-flip, or buy-and-hold?
- Run the Numbers First — Cap rate, cash-on-cash return, and GRM are your best friends.
- Location Drives Everything — Job growth and rental demand matter most.
- Factor In ALL Expenses — Vacancy, management, insurance, and taxes eat returns fast.
- Build Your Team — A great agent, lender, and property manager make all the difference.

■ *Pro Tip: Las Vegas and Southern California each have unique investment dynamics. Ask Kami what's moving right now.*

Serving Las Vegas · Henderson · North Las Vegas · Orange County, CA · Los Angeles County, CA DM on social · Call or Text · Email
Kami — ready when you are!

This guide is for informational purposes only and does not constitute financial or legal advice. Real estate markets vary — always consult with a licensed professional before making decisions.




Kami Ketcham | Realtor®

CA DRE #01998709 | BS.146465 NV

(714) 399-5656

kami@ketchamrp.com | www.ketchamrp.com

 **Ketcham Realty Partners**

Rockford
REALTY