

Subject: The market is rebalancing. Here's what we're seeing.
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From: Charlie Content
To: Melissa Gates



Hello Markie!

A quieter shift is happening in the market right now, and it could change how buyers and homeowners are making decisions.

Inventory is climbing in many markets, giving buyers more options and slowing the urgency that defined the past few years. At the same time, home price growth is cooling and values are beginning to balance out instead of accelerating at unsustainable levels.

What we are seeing on the ground:

- **Buyers are more selective but more realistic**
- **Decision timelines are lengthening slightly**
- **Conversations are becoming more numbers driven and less emotion driven**
- **Homeowners are paying closer attention to equity and long term strategy**

This is not a downturn. It is a normalization.

And in a normalized market, preparation wins. Buyers who understand their numbers early and agents who can guide expectations clearly are the ones creating momentum.

If you want to talk through what this shift means for your pipeline or your current clients, let's connect. I'm happy to share what we are seeing and help you

position for the months ahead.

Looking forward to working together.
Charlie



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