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🎬 Office Hours - 2025 1st Half Local Market Recap - Speaker with Screenshare - 7-14-2025.…

Today's Goal:
Help agents confidently recap the **first half of 2025** and craft one clear message that drives engagement and sets expectations for the second half.

This isn't a data-heavy report but rather a focus of a strong headline, a few key highlights, and simple takeaways that offer hope, clarity, or bust myths like "summer is a bad time to buy."

We will be sharing an email blast, social media content and video scripts.

House Keeping Items:

1. 07/07 Google Maps AI Training **here.**

****Poll 1 :** Marketing & Conversations Check-in:

****Poll 2:** Have you done a Spring Market Recap campaign?

1. Load up Template: **2025 1st Half Market Recap**
2. Send to the right audience (Magic Million if new or Chunky Middle if you have been consistent)
3. Social Media video/post
4. Wait 24-48 hours
5. Check out convert activity
6. Reach out to those who opened the emails or have a general high Convert Score using scripts given below or your preferred scripts.

1. Email Blast:

📧 Neutral Market Email Blast

Subject: The June Numbers Are In: Here's Your 1st Half 2025 Market Recap

Body:

A Surprisingly Balanced First Half

The June numbers are in, and the first half of 2025 delivered something we haven't seen in a while: a neutral market.

📍 Homes are selling close to asking—not far above or below
📍 Buyers have a bit more breathing room, with days on market slightly up
📍 Inventory is steady—not too tight, not too loose

What does this mean for you?
Whether you're buying or selling, this kind of balance creates real opportunities. But success still depends on smart pricing, thoughtful prep, and savvy negotiation.

📞 Thinking about a move before the fall market kicks in? Let's talk about strategy.

📧 Buyer's Market Email Blast

Subject: 1st Half 2025 Recap: The Market Shift Buyers Have Been Waiting For

Body:

A Market That's Starting to Favor Buyers

The June numbers are in, and the first half of 2025 may have delivered the opening buyers have been waiting for.

📍 More listings = more choices across price points
📍 Sellers are adjusting prices and offering incentives to stand out
📍 Homes are sitting longer, giving buyers more time and leverage

This balanced environment won't last forever. If you're serious about buying, now's the time to act before demand picks back up in the fall.

📲 Let's connect and create a smart game plan for you.

📧 Seller's Market Email Blast

Subject: 1st Half 2025 Recap: Sellers Still Have the Edge

Body:

The First Half of 2025 Was Strong for Sellers

The June numbers confirm it—sellers continued to have the advantage through the first half of 2025.

📍 Homes under $600K are still attracting multiple offers
📍 Inventory stayed low, keeping prices steady
📍 Serious buyers remained active despite interest rate changes

If you've been waiting for the "right time" to list, this could be it. Getting ahead of fall inventory increases could mean a faster sale and a stronger price.

📝 Let's set up a plan to position your home for success.

2. Social Media Post: [Canva Template Available Here]

- Depending on your market scenario, you will swap out the slides with the content below. The template is created for a "Neutral Market".

- You have the ability to change theme colors, add logos, or lifestyle photos of your own if you'd like.

🔥 **BUYERS MARKET**

Slide 2:
The June numbers confirm it—sellers continued to have the advantage through the first half of 2025.

📍 Homes under $600K are still attracting multiple offers
📍 Inventory stayed low, keeping prices steady
📍 Serious buyers remained active despite interest rate changes

Slide 3:

This balanced environment won't last forever. If you're serious about buying, now's the time to act before demand picks back up in the fall.

Slide 4 – CTA:

📲 Let's connect and create a smart game plan for you.

🔥 **SELLERS MARKET**

Slide 2:
The June numbers confirm it—sellers continued to have the advantage through the first half of 2025.

📍 Homes under $600K are still attracting multiple offers
📍 Inventory stayed low, keeping prices steady
📍 Serious buyers remained active despite interest rate changes

Slide 3:

If you've been waiting for the "right time" to list, this could be it. Getting ahead of fall inventory increases could mean a faster sale and a stronger price.

Slide 4 - CTA:

📝 Let's set up a plan to position your home for success.

3. Video Script for Social and Bomb Bomb:

💬Talk Track Formula:

1. Opening Statement: Brief insight or hook
2. 3 Local Factors: What's actually happening in your market
3. Meaningful Conclusion: What it means for buyers/sellers today

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🟦 1. Neutral Market (Balanced between buyers and sellers)

1st Half 2025: A More Balanced Market

💬The first half of the year brought more stability. It wasn't a frenzy—but it wasn't a freeze either. Things are moving in a steadier, more predictable direction.

📍Here are 3 key highlights:

- Homes are selling close to list price, but rarely over asking
- Average days on market have ticked up, giving buyers more time
- Inventory has stayed steady, offering solid choices for everyone

✅For sellers, this balance means opportunity if you price smart and prep well, you can still come out ahead. Let's make a plan that puts you in a strong position.

🟦 1st Half 2025: Buyer's Market
💬"Buyers finally have the upper hand again—and the first half of 2025 proved it."

📍 Here are 3 key highlights:

- Inventory has grown, offering more options across the board
- Sellers are adjusting prices and offering incentives to attract offers
- Homes are staying on the market longer, giving buyers more leverage

✅If you're a buyer, this is the window you've been waiting for. And if you're a seller, sharp pricing and standout marketing are essential in today's more competitive environment.

🟦 3. Seller's Market

💬
"The first half of 2025 didn't cool things down—demand stayed strong, and sellers continued to see solid results."

📍Here are 3 key highlights:

- Homes under $600K remained in high demand, with multiple offers still common
- Low inventory kept prices firm across most markets
- Buyer activity stayed steady, even with fluctuating interest rates

✅ **If you're thinking about selling, the market is still on your side. The right timing, marketing, and presentation can help you maximize your return before fall inventory builds.**

🔥**Bonus:** Build out your Follow up lists using the Convert Tool or your CRM.