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 Office Hours - 2025 vs 2024 - 3-17-2025.mp4

Goal: Provide thought leadership using video, email blast about this market for those who are moving using 3 factors.

Housekeeping:

a) New Curaytor IDX- coming soon!!

**** Better responsive with our Listing Studio, cleaner/sleeker Landing page design, more customization.** (More details to come!) NOTE: Can be used together WITH Lofty IDX as well!

[b\) Spring Kickoff Campaigns training:](#) Check out March 3rd training.

Our Local Market in 2025 vs. 2024:




******IMPORTANT NOTE:**

Each market is quite different so this campaign **WILL REQUIRE SOME SIMPLE EDITS** to match the local market situation.

1. Social Media REELS :

LOW INVENTORY ALERT IN (YOUR LOCAL MARKET) – WHAT THIS MEANS FOR YOU IN 2025


Our Local Market) market is moving fast! Here's what you need to know:

-  **Buyer demand is up** as mortgage rates trend downward.
-  **Fewer homes for sale** mean sellers are in the driver's seat.
-  **More multiple-offer situations**—competition is heating up!

Thinking about making a move in (Your Local Market)? Let's talk strategy before the market shifts again!  Send me a message.


BALANCED MARKET IN (YOUR LOCAL MARKET) = NEW OPPORTUNITIES IN 2025

Our Local Market is stabilizing, creating **great opportunities for both buyers and sellers:**

 **More inventory** means more choices, but homes are still moving.

 **Prices are steady**, keeping the market predictable.

 **Negotiation is back**, giving buyers and sellers room to make a deal.

Not sure if now is the right time to buy or sell in **(Your Local Market)**? Let's chat about your best move!  DM me.

 **HIGH INVENTORY IN (YOUR LOCAL MARKET) = MORE CHOICES, MORE DEALS IN 2025!** 

This year, **buyers in (Your Local Market)** have the upper hand with:

 **More homes on the market**, giving you options.

 **Longer days on market**, meaning sellers are getting more flexible.

 **Price reductions & better deals**—it's a great time to negotiate!

Thinking of buying or selling in **(Your Local Market)**? Let's make a plan that works for YOU. 
Send me a message!

2. Email Blast Template Names:

a) **Our Local Market 2025 vs 2024: Higher Inventory**

b) **Our Local Market 2025 vs 2024: Balanced Market**

c) **Our Local Market 2025 vs 2024: Low Inventory Market**

[2b\) NOTE: Here is a resource with other factors](#)

3. Social Media Video:

 **2025 vs. 2024: The Local Market is on FIRE – Are You Ready?** 

Script:

*“Is the real estate market heating up in **Our Local Market**)? In **2025**, we're seeing BIG changes compared to 2024! Here's what's different:

1. Buyer demand is soaring, with mortgage rates trending down.
2. Inventory is still limited, but there are more options than last year.
3. Multiple-offer situations are common, but competition is fierce!
If you're thinking of buying or selling, now is the time to get a strategy that works.
Message me today, and let's make sure you win in 2025!"*

Call to Action: *"Reach out now, and let's talk about your next move!"*

Balanced Market in 2025 – Here's What's Different from 2024

Script:

*2025 brings balance back to our Local Market. Unlike last year's crazy swings, we're seeing:

1. More inventory, giving buyers more options.
2. Stable prices, helping both buyers and sellers find fair deals.
3. Negotiation power for both sides, making the market fairer for everyone.
No matter which side you're on, 2025 is the perfect time to make your move. Want to know how these changes affect you? Let's chat!"*

Call to Action: *"Click below to schedule your consultation now!"*

High Inventory in 2025 = Big Opportunity for Buyers in (Your Local Market)

2025 is shaping up to be the year of opportunity in our Local Market), especially for buyers! Here's why:

1. More homes on the market means more choices for you.
2. Sellers are more negotiable, giving you better deals.
3. Prices are coming down, making it easier to find your dream home at the right price.
If you've been waiting for the right time, 2025 is it. Don't miss out on the opportunities this year has to offer!"*

Call to Action: *"Message me today to find your dream home in 2025!"*

Were you "a wait and see buyer" last year who is curious about this year's market? If so, shoot me a message or drop a comment!

Next Steps:

A) Timeblock your Calendar each week for this marketing campaign and your weekly real estate conversations(follow up)

B) Connect with as much as your database as possible to uncover as many 2025 opportunities if you can.

C) Highlight your own clients WINS as part of your talk tracks!!

*****NOTE: If you need more opportunities, please check out our [2025 Curaytor Services](#).**