🔑 Complete May 2026 Content Suite

COMPLETE MAY 2026
CONTENT SUITE

Market Update Marketing Strategies

Complete May 2026 Content Suite

- **10 One-Minute Reel Conversations -** Camera-friendly market conversations agents can use on video or with AI clones.
- **20 Social Media Reel Concepts -** A mix of fact-overlay reels, hook-only caption-led reels, and visual metaphor reels.
- **10 Carousel Post Concepts -** Slide-by-slide carousel copy with captions, CTAs, and AI image prompts.
- **6 Email Newsletters -** Hook-driven, high-value newsletters with CTA language designed to create conversations.
- **7-Minute YouTube Talk Track -** A complete long-form breakdown of the May market story.
- **Market Data Dialogues -** Client conversation frameworks for objections, pricing, rates, builders, inventory, and city-level leverage.

Core Campaign Message: This market is not dead. It is divided. Your city, price band, property type, and timing decide the strategy.

Primary Content Filter: Leave the consumer thinking, “The headline does not tell me what applies to me. I need my agent to interpret my specific situation.”

01

STRATEGY GUIDE

Core themes, production rules, rollout, CTA bank, and what not to say.

Core Message

This market is not dead. It is divided.

The strongest May 2026 story is not median price, average price per square foot, or a generic "market is up/down" message. The story is that resale demand held up despite elevated rates, while new construction weakened, inventory stayed tighter than last year, and leverage changed dramatically by product type, city, and price band.

Use this line as the campaign anchor:

> **The headline does not tell you what applies to you. Your city, price band, property type, and timing decide the strategy.**

Content Boundaries Used

- No brokerage branding, office market share, internal production, or brokerage-specific positioning.
- No content centered on median versus average price per square foot.
- Price is only used where it supports a stronger decision point, especially resale versus new construction.
- Reels are split between:
- Fact-overlay reels
- Hook-only caption-led reels
- Visual metaphor reels
- Every reel and carousel includes an AI image prompt for optional creative production.
- Voice is generic enough for brokerage-wide syndication but still sounds like a local real estate advisor.

May 2026 Content Pillars

Pillar 1: The market is selective, not slow

April closed with more sales than last year even though rates did not meaningfully improve. That makes the market more resilient than headlines suggest, but not universally strong.

Pillar 2: New construction and resale are playing different games

New home market share fell to 15.3%, the lowest reading since April 2022. New home closings dropped 18% year-over-year, while resale closings rose 5.2%. This is the cleanest tactical story of the month.

Pillar 3: Buyers have fewer resale options than last year

Active listings are down year-over-year, and new seller supply is entering below last year's pace. This keeps well-priced resale homes competitive even with rates elevated.

Pillar 4: Your city decides your leverage

The Cromford Market Index shows 9 seller markets, 3 balanced markets, and 6 buyer markets. The metro average is less useful than the city-level read.

Pillar 5: Long-term Phoenix demand is still building

Affluent millennial migration, semiconductor investment, and the blocked water rule affecting outer-ring supply all matter. Use these stories to support long-term confidence, not to justify short-term overpricing.

Recommended Monthly Rollout

Week 1: The market is selective, not slow

Use:

- Newsletter 1
- Reels 1, 3, 4
- Carousel 1
- One-minute conversations 1 and 3

Week 2: Resale versus new construction

Use:

- Newsletter 2
- Reels 2, 5, 15
- Carousel 2
- One-minute conversations 2 and 7

Week 3: City, price band, and product type

Use:

- Newsletters 3 and 4
- Reels 6, 7, 11, 12
- Carousels 3, 4, 7
- One-minute conversations 4, 5, and 6

Week 4: Economic confidence without pricing hype

Use:

- Newsletters 5 and 6
- Reels 17, 18, 19
- Carousels 9 and 10
- One-minute conversations 9 and 10

CTA Bank

Use these across all pieces:

- Comment your city and I'll tell you which side of the market you are on.
- Send me your price range and I'll show you whether today's inventory helps you or hurts you.
- Ask me whether your home is competing against resale buyers, builder incentives, or both.
- Message me "builder" before you compare a new build incentive to a resale offer.
- Send me the home you are watching and I'll help you read the leverage before you make a move.
- Before you list, ask me for the current success-rate read in your city and price band.
- Before you wait for rates, ask me what waiting changes in your specific segment.

Production Notes

Reel format mix

- 8 fact-overlay reels
- 8 hook-only caption-led reels
- 4 visual metaphor reels

Visual style

- Clean Phoenix-area real estate visuals
- No brand colors required
- No logos
- No office references
- No text in AI-generated images
- Leave negative space for Canva overlays
- Use a mix of:
- Phoenix skyline
- Sonoran desert homes
- resale neighborhoods
- new construction rows
- buyer/seller table scenes
- simple props such as keys, listing sheets, contract folders, maps

What Not To Say

Avoid:

- The market is hot.
- Buyers have no leverage.
- Sellers are back in control.
- Prices are rising everywhere.
- Inventory is low.
- Builders are desperate.
- Buy before it is too late.
- Rates are down, so act now.

Use:

- Resale demand is holding better than new construction.
- Buyers have fewer resale choices than a year ago.
- Leverage depends on your city, price band, and product type.
- Builders are discounting, but accurately priced resale sellers are still finding buyers.
- Rates are elevated, but certain buyer segments still have usable entry points.

1 10 One-Minute Market Update Scripts

05

10 ONE-MINUTE REEL CONVERSATIONS

Camera prompts and adaptable talk tracks for agents.

Conversation 1 — This Market Is Selective, Not Slow.

Hook: The Phoenix market is not dead. It is selective.

Talk Track:

April gave us one of the more important market reads of the year. Rates stayed elevated, but the market still closed 7,148 ARMLS residential sales, up from the same time last year. The resale side was even stronger, with resale closings up 5.2% year-over-year. So when someone says "the market is slow," the better answer is: slow where? Because this is not one market. It depends on your city, property type, and price band. Some homes are still getting strong attention. Others are sitting because they are priced like the market owes them something. The opportunity is there, but it belongs to buyers and sellers who understand the segment they are actually in.

CTA: Send me your city and price range and I'll help you read your part of the market.

Optional AI Image Prompt:

Photorealistic vertical 9:16 image of a real estate advisor standing in a modern Phoenix home with a tablet and market report, thoughtful confident expression, warm natural light, no text, no logos, space for overlay.

Conversation 2 — New Construction and Resale Are Splitting.

Hook: New construction and resale are telling two completely different stories right now.

Talk Track:

New home market share dropped to 15.3% in April, which is the lowest reading since April 2022. New home closings were down 18% year-over-year. At the same time, resale closings were up 5.2%. That is the main story this month. Builders are dealing with a different set of pressures than resale sellers. They may use incentives, credits, or pricing adjustments to move inventory. Resale sellers have a different advantage: location, mature neighborhoods, faster move-in, and in many cases a stronger value comparison. But that only works if the resale home is priced and presented correctly. Buyers are comparing the whole deal, not just the list price.

CTA: Message me "builder" before you compare a new build incentive to a resale home.

Optional AI Image Prompt:

Photorealistic vertical 9:16 split image of a modern new construction home and an established resale home in a Phoenix suburb, clean editorial style, no text, no logos, negative space for overlay.

Conversation 3 — Buyers Have Fewer Choices Than Last Year.

Hook: Buyers have fewer homes to choose from than they did a year ago.

Talk Track:

Active listings across Greater Phoenix are at 22,913, which is down 5.78% from last year. That means buyers are choosing from nearly 1,400 fewer homes. New listings are also down more than 8% from last year, so new seller supply is not rushing in to fix the problem. This is why the market can feel confusing. Rates are elevated, so buyers expect more leverage. But in the resale market, supply is tighter than last year, so sellers with well-positioned homes are still getting attention. Buyers need to know where they can negotiate and where they need to move quickly. Sellers need to know whether scarcity is actually helping them.

CTA: Send me your city and I'll tell you what inventory looks like in your segment.

Optional AI Image Prompt:

Photorealistic vertical 9:16 image of a buyer looking at a short list of homes on a tablet while standing outside a Phoenix-area home, no text, no logos, warm natural light.

Conversation 4 — A 74% Success Rate Still Requires Strategy.

Hook: The listing success rate is 74%, but that does not mean sellers can coast.

Talk Track:

A 74% listing success rate is a healthy number. It tells us the market is still allowing sellers to succeed. But it also tells us something else: success is not automatic. This is a selective market. The homes that are working are usually priced against current competition, presented well, and aligned with the leverage of their city and price band. The homes that are sitting are often testing the market instead of entering the market. There is a difference. The goal is not to underprice your home. The goal is to make the value obvious enough that buyers do not need to be convinced.

CTA: Before you list, ask me for a launch strategy based on your city and competition.

Optional AI Image Prompt:

Photorealistic vertical 9:16 image of a real estate advisor reviewing a listing plan with keys, clean paperwork, and a staged living room behind them, no text, no logos.

Conversation 5 — Your City Decides Your Leverage.

Hook: The Phoenix market has seller markets, buyer markets, and balanced markets at the same time.

Talk Track:

The Cromford Market Index shows 9 of 18 monitored cities in seller territory, 3 balanced, and 6 in buyer markets. That is why blanket statements do not work right now. A buyer in one city may have room to negotiate, while a buyer in another may be competing for fewer well-priced resale homes. A seller in one city may be able to hold firm, while a seller in another needs to be sharper from day one. Surprise and Maricopa showed the biggest moves toward sellers. Queen Creek and Paradise Valley moved more toward buyers. Your city is not just a location. It is your negotiation environment.

CTA: Comment your city and I'll tell you which side of the market it is on.

Optional AI Image Prompt:

Photorealistic vertical 9:16 image of an advisor pointing at an abstract Phoenix metro map on a screen, no readable labels, professional setting, no logos.

Conversation 6 — Buyers, Do Not Read One Headline and Assume It Applies.

Hook: Buyers, one headline can cost you the right strategy.

Talk Track:

If you hear “rates are high,” you may assume every seller is negotiable. If you hear “inventory is down,” you may assume you have no leverage. Neither headline is enough. This market is segment-specific. Buyers may have more room in outer-ring markets and softer price bands. They may have less room in tighter resale pockets, central areas, or strong single-family detached segments. The right offer strategy looks at days on market, competing homes, city CMI, property type, and seller motivation. That is how you know whether to push hard, negotiate carefully, or move cleanly.

CTA: Send me the home you are watching and I’ll help you read the leverage before you offer.

Optional AI Image Prompt:

Photorealistic vertical 9:16 image of a real estate advisor and buyer reviewing a home listing on a tablet at a kitchen island, no readable text, no logos, calm professional mood.

Conversation 7 — Sellers, Your Competition Is Not Just the House Next Door.

Hook: Sellers, your competition may not be the house next door. It may be the builder down the road.

Talk Track:

This month, new construction is a major part of the pricing conversation. New home closings fell 18% year-over-year, and builders are using different tools to attract buyers. That does not mean resale sellers need to panic. But it does mean they need to know what buyers are comparing. A buyer may be looking at your resale home, a completed spec home, a rate buydown, closing cost help, and a different move-in timeline. Your home can still win, but only if the value is clear. Location, condition, upgrades, neighborhood, and price all have to work together.

CTA: Ask me whether your home is competing with builder incentives before you list.

Optional AI Image Prompt:

Photorealistic vertical 9:16 image of a resale home key placed next to a new construction brochure and calculator on a modern table, no readable words, no logos, clean negative space.

Conversation 8 — Rates Are Elevated, But Not Every Buyer Is Frozen.

Hook: Rates are elevated, but buyers are not all frozen.

Talk Track:

The 30-year fixed is sitting at 6.49% in this report, but the important part is that April demand still held. FHA is at 5.95% and VA is at 5.97%, which matters for buyers trying to make the payment work. The mistake is assuming rates tell the whole story. Payment matters. Inventory matters. Seller flexibility matters. Product type matters. If you are buying, you need to know where your financing gives you options and where the market is still competitive. If you are selling, you need to understand which buyer pool is most likely to be active for your home.

CTA: Message me “payment” and I’ll help you think through the current buyer math.

Optional AI Image Prompt:

Photorealistic vertical 9:16 image of a calculator, mortgage worksheet, and house keys on a bright desk with a blurred home interior background, no readable text, no logos.

Conversation 9 — The Water Ruling Is an Outer-Ring Supply Story.

Hook: A water ruling just made the future supply story more interesting.

Talk Track:

A judge blocked Arizona’s “unmet demand” groundwater rule in the Phoenix Active Management Area. That rule had halted new home construction activity in growth areas like Queen Creek, Goodyear, and Buckeye. This does not mean supply changes overnight. But it could allow developers to resume applications under the prior standard, which may reopen future housing pipelines. Why does that matter? Because outer-ring markets are more sensitive to future supply than built-out central areas. A buyer, seller, or investor in a growth corridor needs to think beyond today’s active listings and understand what could be coming.

CTA: Send me the growth corridor you are watching and I’ll help you think through future supply.

Optional AI Image Prompt:

Photorealistic vertical 9:16 image of an Arizona desert growth corridor with new subdivisions, open land, and distant mountains, no text, no logos, warm sunset light.

Conversation 10 — Phoenix Long-Term Demand Is Still Building.

Hook: Short-term pricing discipline and long-term Phoenix confidence can both be true.

Talk Track:

Phoenix has two stories happening at once. In the short term, sellers need to be precise because the market is selective. In the long term, demand drivers are still building. Phoenix-Mesa-Chandler ranked No. 3 for attracting and retaining affluent millennials. TSMC has started construction on advanced chip packaging in Arizona, and Amkor is building complementary packaging capacity. These are the kinds of stories that deepen the employment and buyer base over time. But they do not replace pricing strategy today. The smart move is to use long-term confidence and short-term discipline together.

CTA: Send me your timeline and I’ll help you separate the long-term story from today’s strategy.

Optional AI Image Prompt:

Photorealistic vertical 9:16 image combining Phoenix skyline, modern semiconductor campus, and residential neighborhood in warm desert light, no text, no logos, professional editorial style.

📳 20 Social Media Post Ideas

03

20 SOCIAL MEDIA REEL CONCEPTS

Fact-overlay reels, caption-led reels, visual metaphors, and AI image prompts.

Reel 1 — Rates Stayed Elevated. Resale Still Moved.

Format: Fact-overlay reel

Best For: Buyers and sellers

Video Direction: Agent at a desk reviewing the May market report, then looking up with a “this is not what headlines told you” expression.

On-Screen Text:

Rates stayed elevated. Resale homes still moved.

Facts Overlay:

- April ARMLS sales: 7,148
- Up 2.94% year-over-year
- Resale closings: up 5.2%
- Demand held without rate relief

Caption:

The market did not get a major rate break in April. That is what makes the numbers interesting. Greater Phoenix still closed 7,148 ARMLS residential sales, and resale closings were up 5.2% year-over-year. This is not a market where every home is flying. It is a market where the right homes, in the right segments, are still getting buyers to act. The question is not “Is the market good or bad?” The question is “Which part of the market are you in?”

CTA: Comment your city and I’ll tell you how your segment is moving.

Hashtags: #PhoenixRealEstate #MarketUpdate #ArizonaRealEstate

AI Image Prompt:

Photorealistic vertical 9:16 image of a professional real estate advisor at a modern desk reviewing market charts on a laptop, Phoenix skyline softly visible through a window, confident analytical mood, clean negative space at top for text overlay, no words, no logos, no brand marks.

Reel 2 — Builders Are Discounting. Resale Is Absorbing Demand.

Format: Fact-overlay reel

Best For: Sellers and buyers comparing new construction

Video Direction: Split-screen B-roll: a new construction community on one side, established resale neighborhood on the other.

On-Screen Text:

Builders are discounting. Resale is absorbing demand.

Facts Overlay:

- New home share: 15.3%
- Lowest since April 2022

- New home closings: down 18%
- Resale closings: up 5.2%

Caption:

This is the clearest market signal this month. New construction is not moving like resale. New home market share dropped to 15.3%, the lowest reading since April 2022. New home closings fell 18% year-over-year, while resale closings rose 5.2%. That does not mean every resale seller has leverage. It means buyers are comparing value differently. If you are selling resale, your advantage is not automatic. You still have to price and present the home in a way that wins against builder incentives.

CTA: Message me “builder” before you compare new construction incentives to resale value.

Hashtags: #NewConstruction #ResaleHomes #PhoenixHousing

AI Image Prompt:

Photorealistic vertical 9:16 split composition: left side shows a clean new construction street with unfinished lots and modern desert homes, right side shows an established Phoenix-area resale neighborhood with mature landscaping and warm sunset light, no text, no logos, space for overlay.

Reel 3 — Buyers Have Nearly 1,400 Fewer Options.

Format: Fact-overlay reel

Best For: Buyers

Video Direction: Agent walks past several homes, then stops at one with a “For Sale” sign and gestures to a shrinking list on a tablet.

On-Screen Text:

Buyers have fewer choices than last year.

Facts Overlay:

- Active listings: 22,913
- Down 5.78% year-over-year
- Nearly 1,400 fewer homes
- New listings also down 8.11%

Caption:

Buyers may feel like the market should be easier because rates are elevated. But supply is not giving buyers unlimited leverage. Active listings are down 5.78% from last year, which means buyers are choosing from nearly 1,400 fewer homes. New listings are also below last year’s pace. That is why some homes still move quickly while others sit. The buyer advantage depends on the city, price band, and property type.

CTA: Send me your price range and I’ll tell you whether inventory is helping you or hurting you.

Hashtags: #HomeBuyerTips #PhoenixHomes #RealEstateData

AI Image Prompt:

Photorealistic vertical 9:16 image of a real estate professional holding a tablet while standing in front of a clean desert-style suburban home with a for-sale sign, several blurred homes in the background, warm Phoenix afternoon light, no text, no logos, negative space for overlay.

Reel 4 — The Market Is Not Slow. It Is Selective.

Format: Hook-only caption-led reel

Best For: Everyone

Video Direction: Agent closes a laptop, looks at camera, and points down to the caption.

On-Screen Text:

The market is not slow. It is selective.

Caption:

April did not get meaningful rate relief. Resale still outperformed last year. Active listings are lower than last year. New home closings are down sharply. That is not a dead market. It is a selective market. Buyers are still writing offers, but they are not rewarding every listing. Sellers are still getting traction, but not if they ignore today's competition. The right question this month is not whether the market is moving. The right question is whether your home, city, and price band are positioned where demand is actually showing up.

CTA: Comment "selective" and I'll send you the three questions to ask before making a move.

Hashtags: #PhoenixMarket #RealEstateAdvisor #HousingMarket

AI Image Prompt:

Photorealistic vertical 9:16 image of a calm real estate advisor closing a laptop at a kitchen island inside a bright modern home, serious but approachable expression, cinematic natural light, no text, no logos, room above subject for overlay.

Reel 5 — New Construction Hit a Four-Year Low in Market Share.

Format: Fact-overlay reel

Best For: Buyers comparing new builds and resale

Video Direction: Quick cuts of a new build community, construction cones, a finished spec home, and a resale neighborhood.

On-Screen Text:

New construction just hit a major low.

Facts Overlay:

- New home share: 15.3%
- Lowest since April 2022
- New closings: 1,127
- Down 18% year-over-year

Caption:

New construction is still part of the market, but it is not carrying the market right now. New home share fell to 15.3%, the lowest since April 2022. New home closings were down 18% year-over-year. For buyers, this means builder incentives may be worth comparing. For sellers, this means new construction competition cannot be ignored. The right strategy is to compare the full monthly payment, incentives, timeline, location, and resale value — not just the list price.

CTA: Send me the new build you are considering and I'll help you compare it against resale.

Hashtags: #PhoenixNewHomes #HomeBuyingStrategy #ArizonaHomes

AI Image Prompt:

Photorealistic vertical 9:16 image of a partially completed Arizona new construction community with modern stucco homes, clean street, construction materials subtly visible, desert sky, no people, no text, no logos, negative space for overlay.

Reel 6 — Nine Seller Markets. Six Buyer Markets. Three Balanced.

Format: Fact-overlay reel

Best For: Buyers and sellers

Video Direction: Agent points to a simplified Phoenix metro map on a screen or whiteboard.

On-Screen Text:

Your city decides your leverage.

Facts Overlay:

- 9 seller markets
- 3 balanced markets
- 6 buyer markets
- One metro. Different rules.

Caption:

The Phoenix metro average does not tell the whole story. The Cromford Market Index has 9 of 18 monitored cities in seller territory, 3 balanced, and 6 favoring buyers. That means two people can be in the same metro area and have completely different negotiating power. Before you buy or sell, know your city's leverage.

CTA: Comment your city and I'll tell you whether it is buyer, balanced, or seller leaning.

Hashtags: #CromfordMarketIndex #PhoenixRealEstate #LocalMarket

AI Image Prompt:

Photorealistic vertical 9:16 image of a real estate advisor pointing to a clean digital map of the Phoenix metro area on a large screen, map has abstract color blocks but no readable text, professional office setting, no logos, room for text overlay.

Reel 7 — Your City Is Its Own Negotiation Table.

Format: Hook-only caption-led reel

Best For: Buyers and sellers

Video Direction: Agent places three folders on a table labeled in Canva overlay: Buyer Market, Balanced Market, Seller Market.

On-Screen Text:

Your city is its own negotiation table.

Caption:

A buyer in one Phoenix-area city may have room to negotiate closing costs, repairs, or price. A buyer in another city may be competing for a well-priced resale home with fewer choices than last year. A seller in one city may be able to hold firmer. A seller in another may need to be sharper from day one. This is why city-level data matters. The metro average is a conversation starter. Your city is the strategy.

CTA: Send me your city and timeline before you make your next move.

Hashtags: #PhoenixRealtor #NegotiationStrategy #ArizonaRealEstate

AI Image Prompt:

Photorealistic vertical 9:16 image of a wooden table with three neat blank folders, house keys, a pen, and a simple abstract metro map, warm professional lighting, no readable words, no logos, clean space for overlay text.

Reel 8 — A 74% Success Rate Is Not Automatic.

Format: Fact-overlay reel

Best For: Sellers

Video Direction: Agent holds two listing sheets: one marked “sold” with a check overlay in Canva, one marked “expired” with an X overlay in Canva.

On-Screen Text:

74% of listings are succeeding. That still leaves a warning.

Facts Overlay:

- Listing success rate: 74%
- Above 69% three months ago
- Stronger for correctly positioned homes
- Mispriced listings are still sitting

Caption:

A 74% listing success rate is healthy, but it is not automatic. It means the market is rewarding sellers who enter with the right pricing, presentation, and timing. It also means the market is still rejecting listings that are not aligned with current competition. Sellers do not need fear. They need precision.

CTA: Before you list, ask me what the success rate looks like in your exact segment.

Hashtags: #SellerStrategy #PhoenixHomeSeller #ListingTips

AI Image Prompt:

Photorealistic vertical 9:16 image of a real estate advisor holding two blank listing folders at a modern kitchen counter, one folder slightly higher than the other, confident but neutral expression, no text, no logos, clean space for overlay.

Reel 9 — Pricing High to “Test the Market” Is Not a Strategy.

Format: Hook-only caption-led reel

Best For: Sellers

Video Direction: Agent moves a small house model too far above a printed line graph, then brings it back to the line.

On-Screen Text:

Testing the market can cost you the market.

Caption:

In a selective market, buyers do not reward confusion. If a home enters too high, it can sit through the most important early showing window. Then the seller is not negotiating from strength. They are explaining days on market. With a 74% listing success rate, the opportunity is real — but it belongs to sellers who position correctly from the start. The goal is not to be the cheapest home. The goal is to be the most obvious value in your segment.

CTA: Message me “pricing” before you choose your list price.

Hashtags: #ListingStrategy #HomeSellingTips #PhoenixHomes

AI Image Prompt:

Photorealistic vertical 9:16 image of a small modern house model sitting on a clean desk beside a simple blank chart paper and pencil, luxury real estate marketing style, no readable text, no logos, space for overlay.

Reel 10 — Do Not Assume Every Seller Is Desperate.

Format: Hook-only caption-led reel

Best For: Buyers

Video Direction: Agent shakes head lightly while reviewing a buyer offer strategy sheet.

On-Screen Text:

Buyers: not every seller is desperate.

Caption:

Rates are elevated, but inventory is still lower than last year. Resale demand is holding better than many expected. That means some sellers will negotiate, and others will not need to. The mistake buyers make is assuming the entire market is soft. The better approach is to read each property: days on market, city leverage, product type, competing inventory, and seller motivation. That is how you know when to push and when to move cleanly.

CTA: Send me the home you are watching and I’ll help you read the leverage.

Hashtags: #BuyerStrategy #PhoenixHomeBuyer #RealEstateNegotiation

AI Image Prompt:

Photorealistic vertical 9:16 image of a real estate advisor reviewing a purchase offer document at a desk with house keys and a coffee cup, focused expression, modern neutral office, no text, no logos, negative space for overlay.

Reel 11 — Outer-Ring Buyers May Have More Room.

Format: Hook-only caption-led reel

Best For: Buyers in growth corridors

Video Direction: Drone-style or AI visual of a wide desert growth corridor with homes and open land.

On-Screen Text:

Buyer leverage depends on where you are looking.

Caption:

The Cromford notes point to an important split: sellers have more advantage in central and more expensive locations, while buyers have more control on the outer fringes and in price ranges below $500,000. That does not mean every outer-ring seller is weak. It means buyers need a different strategy by geography. Queen Creek, Buckeye, Goodyear, Maricopa, and other growth markets should not be analyzed the same way as tighter, built-out submarkets.

CTA: Send me the city you are considering and I'll help you read the leverage.

Hashtags: #QueenCreekRealEstate #BuckeyeAZ #PhoenixMarket

AI Image Prompt:

Photorealistic vertical 9:16 aerial-style image of an Arizona outer-ring growth corridor with desert land, new subdivisions, roads, and distant mountains at golden hour, no text, no logos, clean space for overlay.

Reel 12 — East Valley Demand Has a Strong Middle.

Format: Fact-overlay reel

Best For: East Valley buyers and sellers

Video Direction: Agent in front of East Valley neighborhood B-roll with a clean stat overlay.

On-Screen Text:

East Valley demand is strongest in the middle.

Facts Overlay:

- Strongest East Valley demand: $400K–$800K
- Inventory is tighter than last year
- Correctly priced homes are still finding buyers

Caption:

The East Valley is not one market either. This month's report notes that the strongest demand activity is concentrated in the $400K to $800K range, while supply remains tighter than last year. That is why some listings feel competitive while others sit. The price band matters. The property type matters. The city matters.

CTA: Send me your East Valley price range and I'll tell you how competitive it looks.

Hashtags: #EastValleyRealEstate #ChandlerAZ #GilbertAZ

AI Image Prompt:

Photorealistic vertical 9:16 image of an East Valley Arizona neighborhood with single-family homes, desert landscaping, palm trees, and warm morning light, premium real estate marketing look, no text, no logos, space for overlay.

Reel 13 — FHA and VA Buyers Still Have an Entry Point.

Format: Fact-overlay reel

Best For: First-time buyers, FHA buyers, VA buyers

Video Direction: Agent shows a mortgage rate chart on a tablet, then points to the buyer's monthly payment worksheet.

On-Screen Text:

Government-backed buyers still have a window.

Facts Overlay:

- FHA: 5.95%
- VA: 5.97%
- 30-year fixed: 6.49%
- Rates still below last year by 0.40%

Caption:

Rates are not low. But FHA and VA buyers are still seeing rates under the standard 30-year fixed number in this report. FHA is at 5.95% and VA is at 5.97%, while the 30-year fixed is 6.49%. For affordability-sensitive buyers, that gap matters. The right move is not to chase headlines. It is to run the payment, compare options, and understand which homes have negotiating room.

CTA: Message me “payment” and I’ll help you compare options before you tour.

Hashtags: #FHABuyer #VABuyer #PhoenixHomeBuying

AI Image Prompt:

Photorealistic vertical 9:16 image of a mortgage worksheet, calculator, house keys, and a tablet on a clean desk, soft natural light, professional real estate finance mood, no readable text, no logos, space for overlay.

Reel 14 — Rate Volatility Is the Hidden Buyer Problem.

Format: Hook-only caption-led reel

Best For: Buyers

Video Direction: Agent watches a rate chart move on screen, then pauses and looks at camera.

On-Screen Text:

The rate is not the only issue. The volatility is.

Caption:

Between late April and early May, mortgage rates moved through significant volatility as bond markets reacted to tariff uncertainty. The problem for buyers is not only the number itself. It is the lack of confidence. A buyer who cannot trust the payment from one week to the next is slower to act. This is why pre-approval, payment updates, and offer timing matter so much right now. You do not need perfect rates. You need a clear plan.

CTA: Ask me what to update before making an offer this month.

Hashtags: #MortgageRates #BuyerTips #PhoenixRealEstate

AI Image Prompt:

Photorealistic vertical 9:16 image of a real estate advisor looking at an abstract financial chart on a laptop, evening office lighting, slightly tense but professional mood, no readable numbers or words, no logos, room for overlay.

Reel 15 — New Build or Resale? Compare the Whole Deal.

Format: Visual metaphor reel

Best For: Buyers

Video Direction: Agent places two cards on a table: “New Build” and “Resale” added later in Canva. Under each, place keys, calculator, inspection report, and incentive sheet.

On-Screen Text:

Do not compare price. Compare the whole deal.

Caption:

New construction and resale are not priced the same way. A builder may offer rate incentives, closing cost help, or design credits. A resale seller may offer better location, completed improvements, mature neighborhood, and faster move-in. The smartest buyers compare the full picture: monthly payment, incentives, repairs, timeline, location, taxes, HOA, and resale potential. That is how you avoid being distracted by the shiniest number.

CTA: Send me both options and I'll help you compare them side by side.

Hashtags: #NewBuildVsResale #HomeBuyerStrategy #ArizonaHomes

AI Image Prompt:

Photorealistic vertical 9:16 image of a table with two neat blank cards, house keys, calculator, inspection clipboard, and clean paperwork, modern home interior, no readable text, no logos, negative space for Canva labels.

Reel 16 — Late Spring Has Its Own Rules.

Format: Hook-only caption-led reel

Best For: Buyers and sellers

Video Direction: Agent flips calendar from April to May and marks a few dates.

On-Screen Text:

Late spring changes the strategy.

Caption:

Supply usually starts to ease around this point in the year, but demand can also drift lower toward the end of May. That means sellers cannot assume the early spring window lasts forever, and buyers should not assume every listing gets more flexible immediately. The next few weeks are about timing, not panic. If you are selling, enter clean. If you are buying, know which properties are sitting for a reason and which are still strong.

CTA: Send me your timeline and I'll help you choose the right window.

Hashtags: #SpringMarket #PhoenixHomes #RealEstateTiming

AI Image Prompt:

Photorealistic vertical 9:16 image of a modern wall calendar on a home office desk with a pen and house keys, soft sunlight, no readable dates or words, no logos, minimal clean space for overlay.

Reel 17 — Affluent Millennials Are Choosing Phoenix.

Format: Fact-overlay reel

Best For: Relocation, sellers, investors

Video Direction: Phoenix skyline, young professionals walking in an urban area, homes in the background.

On-Screen Text:

Phoenix is attracting the next wave of high-income buyers.

Facts Overlay:

- Phoenix-Mesa-Chandler ranked No. 3
- Affluent millennial attraction and retention
- Strong GDP growth and permit growth
- Long-term housing demand signal

Caption:

Phoenix-Mesa-Chandler ranked No. 3 among major U.S. metros for attracting and retaining affluent millennials. That matters because this group is moving through peak career, household formation, and wealth-building years. This does not mean every home sells tomorrow. It means the long-term demand base is still forming underneath the short-term market. Strategy still matters.

CTA: Ask me how long-term demand and short-term pricing should work together.

Hashtags: #PhoenixGrowth #Relocation #ArizonaRealEstate

AI Image Prompt:

Photorealistic vertical 9:16 image of downtown Phoenix with young professional adults walking near modern buildings, warm desert light, upscale but natural lifestyle feel, no text, no logos, leave sky space for overlay.

Reel 18 — The Water Ruling Could Matter More Than People Think.

Format: Hook-only caption-led reel

Best For: Outer-ring buyers, sellers, investors

Video Direction: Agent points to a map of Queen Creek, Goodyear, and Buckeye areas; map labels added later in Canva.

On-Screen Text:

A water ruling could change future housing supply.

Caption:

A judge blocked Arizona's "unmet demand" groundwater rule in the Phoenix Active Management Area. That rule had halted new home construction activity in places like Queen Creek, Goodyear, and Buckeye. This does not change housing supply overnight, but it may reopen applications for future development under the prior standard. Translation: outer-ring markets need to be watched differently because future supply can change the long-term competition story.

CTA: Send me the growth corridor you are watching and I'll help you think through it.

Hashtags: #ArizonaHousing #QueenCreek #GoodyearAZ

AI Image Prompt:

Photorealistic vertical 9:16 image of an Arizona real estate advisor reviewing a large abstract map of desert growth corridors on a desk, with blue water-line style graphics and housing icons as non-readable shapes, no text, no logos, clean space for overlay.

Reel 19 — TSMC Is Closing the Loop in Arizona.

Format: Fact-overlay reel

Best For: Long-term buyers, sellers, investors

Video Direction: High-tech semiconductor campus visual, then transition to nearby housing corridor.

On-Screen Text:

Arizona is getting more of the chip production cycle.

Facts Overlay:

- TSMC packaging facility construction started
- Targeted before 2029

- Amkor facility targeting early 2028
- More technical employment base

Caption:

TSMC has begun construction on an advanced chip packaging facility at its Arizona campus, and Amkor is building a complementary Arizona facility. Why does that matter for housing? Because more of the semiconductor production cycle staying in Arizona can mean more suppliers, more technical workers, and more owner-occupied housing demand around those corridors over time. This is a long-term demand story, not a reason to overprice today.

CTA: Ask me how economic development should influence your long-term real estate plan.

Hashtags: #TSMCArizona #PhoenixEconomy #RealEstateTrends

AI Image Prompt:

Photorealistic vertical 9:16 image of a futuristic semiconductor manufacturing campus in the Arizona desert with modern industrial buildings, distant mountains, clean high-tech atmosphere, no text, no logos, space for overlay.

Reel 20 — Ask These Three Questions Before You Move.

Format: Hook-only caption-led reel

Best For: Everyone

Video Direction: Agent writes three checkboxes on a notepad, then taps the page.

On-Screen Text:

Before you buy or sell, ask these 3 questions.

Caption:

Before you make a real estate decision in May, ask three questions:

1. Is my city buyer, balanced, or seller leaning?
2. Am I competing with resale homes, builder incentives, or both?
3. Is my price band seeing strong demand or more negotiation?

The headline cannot answer those questions. A local segment-level read can.

CTA: Send me your city, price range, and property type. I'll help you answer all three.

Hashtags: #RealEstateAdvice #PhoenixRealEstate #MarketUpdate

AI Image Prompt:

Photorealistic vertical 9:16 image of a clean notepad with three blank checkboxes, a pen, house keys, and a coffee cup on a bright kitchen counter, no readable words, no logos, negative space for overlay.

04

10 CAROUSEL POST CONCEPTS

Slide-by-slide copy, caption, CTA, and AI image prompt for each carousel.

Carousel 1 — This Market Is Divided, Not Dead.

Objective: Set the May theme and create a consultative CTA.

Slide 1:

This market is not dead.

It is divided.

Slide 2:

Rates stayed elevated.

Resale homes still moved.

Slide 3:

April ARMLS sales: 7,148

Up 2.94% year-over-year.

Slide 4:

Resale closings rose 5.2%.

New home closings fell 18%.

Slide 5:

Active listings are nearly 1,400 lower than last year.

Slide 6:

So no, the market is not one story.

It depends on city, product type, and price band.

Slide 7:

Before you buy or sell, ask:

“What market am I actually in?”

Slide 8:

Comment your city and I’ll help you read it.

Caption:

The May market story is not “hot” or “cold.” It is divided. Resale demand is holding better than new construction. Inventory is tighter than last year. City-level leverage is split between seller, balanced, and buyer markets. That is why a one-size-fits-all headline is not enough.

CTA: Comment your city for a segment-level read.

AI Image Prompt:

Square 1:1 photorealistic image of a Phoenix-area neighborhood divided visually into three subtle sections: established resale homes, new construction homes, and desert city skyline, warm professional light, no text, no logos, large negative space for carousel title.

Carousel 2 — New Build vs Resale: Different Rules.

Objective: Help buyers and sellers understand the strongest May story.

Slide 1:

New build vs resale:

They are not playing the same game.

Slide 2:

New home market share fell to 15.3%.

Slide 3:

That is the lowest reading since April 2022.

Slide 4:

New home closings fell 18% year-over-year.

Slide 5:

Resale closings rose 5.2%.

Slide 6:

Builders may use incentives.

Resale sellers use location, condition, and value.

Slide 7:

Buyers: compare the whole deal.

Sellers: know what buyers are comparing.

Slide 8:

Send me both options and I'll help you compare them.

Caption:

A builder incentive is not the same as resale value. A new build may offer credits or rate buydowns. A resale home may offer better location, mature surroundings, faster move-in, or less uncertainty. The winning strategy is to compare the full deal — payment, incentives, location, condition, taxes, HOA, and timeline.

CTA: Message me "builder" before choosing between new and resale.

AI Image Prompt:

Square 1:1 split-image photorealistic scene with a modern new construction home on one side and a warm established resale home with mature landscaping on the other, Phoenix desert setting, no text, no logos, clean space in the center for overlay.

Carousel 3 — Why Buyers Have Fewer Choices.

Objective: Explain inventory without implying sellers can overprice.

Slide 1:

Buyers have fewer choices than last year.

Slide 2:

Active listings: 22,913.

Slide 3:

That is down 5.78% year-over-year.

Slide 4:

Translation: nearly 1,400 fewer homes to choose from.

Slide 5:

New listings are also down 8.11% year-over-year.

Slide 6:

But fewer choices does not mean every seller has leverage.

Slide 7:

The strongest listings are priced, prepared, and positioned correctly.

Slide 8:

Ask me whether inventory helps you or hurts you.

Caption:

Inventory is tighter than last year, but this is still a selective market. Buyers do not have unlimited options, but sellers still need to earn attention. The homes that work best are the ones priced to today's competition and presented with confidence.

CTA: Send me your price range and I'll show you what inventory looks like there.

AI Image Prompt:

Square 1:1 photorealistic image of a buyer reviewing a short list of available homes on a tablet while standing in a bright modern kitchen, subtle Phoenix neighborhood visible through window, no readable text, no logos, space for title.

Carousel 4 — Your City Is the Market.

Objective: Drive city-level comment engagement.

Slide 1:

Your city is the market.

Slide 2:

Greater Phoenix has 18 monitored CMI cities.

Slide 3:

9 are seller markets.

Slide 4:

3 are balanced.

Slide 5:

6 are buyer markets.

Slide 6:

Surprise and Maricopa moved most toward sellers.

Slide 7:

Queen Creek and Paradise Valley moved most toward buyers.

Slide 8:

Comment your city. I'll tell you which side you are on.

Caption:

The metro-wide average is not enough. A seller in one city and a buyer in another can be negotiating under completely different conditions. City-level leverage should shape pricing, offer terms, repair negotiations, and timing.

CTA: Comment your city for a current leverage read.

AI Image Prompt:

Square 1:1 photorealistic image of a clean abstract Phoenix metro map on a desk with house keys and a pen, subtle colored zones without readable labels, professional real estate planning mood, no text, no logos.

Carousel 5 — The 74% Seller Success Rate.

Objective: Give sellers a practical pricing message without sounding fear-based.

Slide 1:

74% of listings are succeeding.

Slide 2:

That is a good sign.

Slide 3:

But it is not automatic.

Slide 4:

The market is rewarding homes that enter correctly.

Slide 5:

Correct price.

Strong presentation.

Current competition.

Slide 6:

The wrong launch can create the wrong negotiation.

Slide 7:

The goal is not to be cheap.

The goal is to be the obvious value.

Slide 8:

Ask for a launch strategy before you list.

Caption:

A 74% listing success rate means opportunity exists, but the market is not forgiving every seller. The best listing strategy starts before the sign goes up: pricing, preparation, photography, timing, showing access, and negotiation plan.

CTA: Message me “launch” before you list.

AI Image Prompt:

Square 1:1 photorealistic image of a polished home-selling preparation scene: house keys, listing folder, measuring tape, staging notes, and a small house model on a clean counter, no text, no logos, bright professional style.

Carousel 6 — FHA and VA Buyers: Watch the Payment, Not the Headline.

Objective: Buyer education around rate context.

Slide 1:

FHA and VA buyers:

watch the payment, not the headline.

Slide 2:

30-year fixed: 6.49%.

Slide 3:

FHA: 5.95%.

Slide 4:

VA: 5.97%.

Slide 5:

That gap can matter in the $400K–$550K range.

Slide 6:

Rates are still elevated.

But options are not equal.

Slide 7:

Run the payment before you rule yourself out.

Slide 8:

Message me “payment” and I’ll help you compare.

Caption:

The rate headline is not always the buyer’s actual rate path. FHA and VA financing may create a different monthly payment conversation than a standard 30-year fixed number. For affordability-sensitive buyers, the payment analysis matters more than the headline.

CTA: Message me “payment” before you pause your search.

AI Image Prompt:

Square 1:1 photorealistic image of a mortgage planning desk with calculator, keys, blank loan worksheet, and laptop showing abstract blurred chart, soft light, no readable text, no logos, clean space for title.

Carousel 7 — Central vs Outer-Ring: Different Buyer Leverage.

Objective: Explain geographic segmentation.

Slide 1:

Buyer leverage depends on where you are looking.

Slide 2:

Central and more expensive locations still favor sellers more often.

Slide 3:

Outer-ring markets can give buyers more room.

Slide 4:

Below $500K, affordability pressure still matters.

Slide 5:

Single-family detached demand is stronger than attached housing.

Slide 6:

So the offer strategy changes by property type and location.

Slide 7:

Do not use one city's story to negotiate in another.

Slide 8:

Send me the area and I'll help you read the leverage.

Caption:

Greater Phoenix is not one negotiation environment. Central, expensive, and single-family detached segments can behave differently from outer-ring, lower-price, or attached-product segments. The best offer strategy starts with the segment, not the headline.

CTA: Send me the city and property type you are watching.

AI Image Prompt:

Square 1:1 photorealistic side-by-side image of a central Phoenix neighborhood street and an outer-ring desert subdivision with distant mountains, editorial real estate style, no text, no logos, clean center space for overlay.

Carousel 8 — Before You List, Ask These 5 Questions.

Objective: Seller consultation lead magnet.

Slide 1:

Before you list, ask these 5 questions.

Slide 2:

1. Is my city seller, buyer, or balanced?

Slide 3:

2. Am I competing against builders?

Slide 4:

3. Is my price band seeing demand?

Slide 5:

4. How many similar homes are active?

Slide 6:

5. What would make my home the obvious value?

Slide 7:

The right launch answers all five.

Slide 8:

Message me "list" before you set your price.

Caption:

The best listing strategy is built before the home hits the market. In May, the launch plan should account for city-level CMI, resale versus new construction competition, price band demand, similar active listings, and the buyer's value comparison.

CTA: Message me "list" for the five-question seller review.

AI Image Prompt:

Square 1:1 photorealistic image of a real estate advisor preparing a listing plan with blank checklist, house keys, laptop, and staged living room in background, no readable text, no logos, bright clean composition.

Carousel 9 — Phoenix Long-Term Demand: Wealth + Chips.

Objective: Economic development carousel with discipline.

Slide 1:

Phoenix has a long-term demand story.

Slide 2:

Phoenix-Mesa-Chandler ranked No. 3 for affluent millennials.

Slide 3:

That matters because this group is entering prime buying and wealth-building years.

Slide 4:

TSMC has started construction on advanced chip packaging in Arizona.

Slide 5:

Amkor is building a complementary Arizona facility.

Slide 6:

More of the production cycle means more technical employment depth.

Slide 7:

Long-term confidence is real.

Short-term pricing discipline still matters.

Slide 8:

Ask me how this affects your timeline.

Caption:

Phoenix is still building long-term housing demand through demographic and employment momentum. But economic development is not a reason to overprice today. It is context for smart long-term decisions.

CTA: Send me your timeline and I'll help you separate long-term confidence from short-term strategy.

AI Image Prompt:

Square 1:1 photorealistic image blending downtown Phoenix skyline with subtle high-tech semiconductor campus elements and young professionals, modern optimistic Arizona economy mood, no text, no logos, space for carousel title.

Carousel 10 — The Water Ruling and Future Supply.

Objective: Explain the outer-ring water story without getting overly technical.

Slide 1:

A water ruling could affect future housing supply.

Slide 2:

The blocked rule had halted some new development activity.

Slide 3:

Key areas included Queen Creek, Goodyear, and Buckeye.

Slide 4:

The ruling may allow applications to resume under the prior standard.

Slide 5:

That does not change supply overnight.

Slide 6:

But it may reopen future housing pipelines.

Slide 7:

Outer-ring markets need a different long-term read.

Slide 8:

Ask me what this could mean for your area.

Caption:

The water ruling is not an overnight market changer, but it could matter for future supply in growth corridors. Buyers, sellers, and investors should watch how entitlement pipelines reopen in outer-ring markets.

CTA: Send me the growth corridor you are watching.

AI Image Prompt:

Square 1:1 photorealistic image of Arizona desert growth corridor with distant new homes, a subtle abstract blue water line overlay effect, warm sunset, no readable text, no logos, large negative space for title.

📧 6 “Local Economist” Email Newsletters

02

6 EMAIL NEWSLETTERS

Hook, value, and CTA copy ready for agent or marketing department use.

Newsletter 1 — The Market Is Not Dead. It Is Selective.

Subject: The Phoenix market just refused to act like the headlines.

Preview Text: Rates stayed elevated. Resale still moved.

Body:

[First Name],

If you only followed the headlines, you would expect the Phoenix housing market to look weaker than it does.

Rates stayed elevated. Buyer confidence got hit by rate volatility. Affordability is still tight.

And yet April still closed with 7,148 ARMLS residential sales across Greater Phoenix, up from the same time last year.

The more important part is where that demand came from.

Resale closings were up 5.2% year-over-year, while new home closings were down 18%. That is not a small difference. That is the market telling us buyers are still active, but they are being selective about where they see value.

So the question is not, “Is the market good or bad?”

The question is:

Which market are you actually in?

A resale home in a tight city with limited competition is not the same market as a new build competing against builder incentives.

A single-family home in a strong demand pocket is not the same market as an attached property in a softer price band.

A seller in a seller-market city is not negotiating with the same leverage as a seller in a buyer-market city.

That is the key takeaway this month.

Phoenix is not moving as one market. It is moving as several smaller markets at the same time.

For buyers, that means there may be leverage — but not everywhere.

For sellers, it means demand is still present — but only if the home is positioned correctly.

Before making a move, the smartest question is not, “What is the market doing?”

The smartest question is:

What is my market doing?

Send me your city, price range, and whether you are looking at resale or new construction. I’ll help you read the part of the market that actually applies to you.

[Your Name]

Newsletter 2 — Builders Are Discounting. Resale Sellers Need a Different Strategy.

Subject: New builds and resale are playing different games right now.

Preview Text: Builder incentives do not automatically rewrite resale value.

Body:

[First Name],

One of the clearest signals in this month's market data is the split between new construction and resale.

New home market share fell to 15.3% in April — the lowest reading since April 2022.

New home closings were down 18% year-over-year.

Resale closings were up 5.2%.

That is the market story.

Builders are working through a different problem than resale sellers. They have inventory pipelines, construction schedules, financing structures, and community-level absorption targets. When they need to move product, they often use incentives, rate buydowns, or price adjustments to create urgency.

Resale sellers do not operate the same way.

A well-priced resale home has things a new build often cannot copy: established location, mature landscaping, finished neighborhoods, less waiting, and in many cases a stronger value position.

But that advantage only works when the resale home is priced to win the comparison.

This is where sellers can make a costly mistake.

They see builder incentives and assume they either need to panic — or they ignore builder competition completely.

Neither is the right read.

The right read is this:

> **A resale seller does not need to copy a builder, but they do need to understand what the buyer is comparing.**

A buyer may be comparing your home against:

- A new build with a rate incentive
- A completed spec home
- A resale home with a better location
- A seller willing to negotiate repairs or closing costs
- A home that is cleaner, staged better, and priced sharper

That comparison matters more than the headline.

If you are buying, compare the full monthly payment and total cost, not just the advertised price.

If you are selling, make sure your home gives buyers a reason to choose resale over new construction.

Message me "builder" and I'll help you compare the new construction offer against the resale options in your specific area.

[Your Name]

Newsletter 3 — Buyers Have Fewer Choices, But Sellers Still Have to Earn the Offer.

Subject: There are nearly 1,400 fewer homes than last year. Here is why that does not mean sellers can coast.

Preview Text: Less inventory helps sellers, but it does not forgive overpricing.

Body:

[First Name],

Buyers across Greater Phoenix are choosing from a tighter resale pool than they had last year.

Active listings are sitting at 22,913, which is 5.78% lower than the same point last year. That means buyers have nearly 1,400 fewer homes to choose from.

New listings are also below last year's pace, down 8.11%.

That matters because when fewer homes are entering the market, well-positioned listings have a better chance of standing out.

But this is not a free pass for sellers.

The listing success rate is holding at 74%. That is a healthy number, but it also means the market is still sorting sellers into two very different groups.

One group is getting traction.

The other group is sitting.

The difference is not usually luck. It is positioning.

The homes that are working right now tend to have three things in common:

- They are priced against current competition.
- They are presented well enough to make buyers feel confident.
- They match the leverage of their city and price band.

The homes that are struggling usually have one of these problems:

- They are priced like last year's market.
- They are ignoring nearby builder incentives.
- They are not accounting for their city's current CMI position.
- They are assuming less inventory automatically means more buyer urgency.

For buyers, the takeaway is also important.

Less inventory does not mean every seller has leverage. Some sellers are still negotiable, especially in outer-ring markets, softer product types, or price bands where demand is thinner.

This is why the local read matters.

Before you buy or sell, ask:

> **Am I in a segment where scarcity is helping the seller, or in a segment where buyers still have room to negotiate?**

Send me your city and price range. I'll show you which side of that line you are on.

[Your Name]

Newsletter 4 — Your City Decides Your Leverage.

Subject: Your home is not competing with the whole Phoenix market.

Preview Text: Nine cities favor sellers, six favor buyers, and three are balanced.

Body:

[First Name],

The biggest mistake in this market is talking about Greater Phoenix like it is one market.

It is not.

The Cromford Market Index now shows 9 of 18 monitored cities in seller territory, 3 in balanced conditions, and 6 in buyer markets.

That means two people can make real estate decisions in the same metro area and face completely different negotiating conditions.

A seller in a stronger CMI city may have enough leverage to hold firmer on price, repairs, or concessions.

A seller in a buyer-market city may need to be sharper from day one.

A buyer in a tighter central or higher-demand location may not have the same negotiating power as a buyer looking in an outer-ring market or a softer product type.

Surprise and Maricopa showed the largest moves toward sellers.

Queen Creek and Paradise Valley moved more toward buyers.

That does not mean one city is “good” and another is “bad.” It means the strategy changes.

This is the part that headlines miss.

They may say:

- Inventory is up.
- Inventory is down.
- Buyers have leverage.
- Sellers have leverage.
- Prices are soft.
- Demand is holding.

All of those can be true somewhere.

The real question is:

Which one is true where you are buying or selling?

That is where the conversation should start.

Not with a national headline.

Not with one metro-wide stat.

Not with what your friend heard about the market.

With your city, your property type, your price range, and your timing.

Comment your city or send it to me directly. I’ll tell you whether your current market is favoring buyers, sellers, or sitting close to balanced.

[Your Name]

Newsletter 5 — The Water Ruling That Could Change Outer-Ring Housing Supply.

Subject: Queen Creek, Goodyear, Buckeye: future supply just got more interesting.

Preview Text: A blocked water rule may reopen part of the development pipeline.

Body:

[First Name],

One of the more important housing stories this month did not start with mortgage rates or home prices.

It started with water policy.

A Maricopa County Superior Court judge blocked the Arizona Department of Water Resources from enforcing its “unmet demand” groundwater rule in the Phoenix Active Management Area.

That rule had halted new home construction activity in places like Queen Creek, Goodyear, and Buckeye after a 2023 hydrological model projected a water supply shortfall.

The ruling does not mean housing supply changes overnight.

It does not mean every project suddenly gets built.

It does not mean affordability is fixed.

But it does matter.

Why?

Because it may allow developers who were blocked from obtaining 100-year assured water supply certificates to resume applications under the prior standard.

That could reopen a material pipeline of future housing supply in outer-ring submarkets.

For buyers, this matters because future supply can influence long-term options in growth areas.

For sellers, this matters because new development pressure can affect competition over time.

For investors, this matters because entitlement pipelines shape where future demand and supply meet.

The practical takeaway is simple:

> **Outer-ring markets need to be watched differently than central, built-out markets.**

A home in a mature neighborhood with limited new supply is not the same conversation as a home in a growth corridor where future supply can change quickly.

If you are looking at Queen Creek, Goodyear, Buckeye, or another outer-ring market, this is the kind of development story worth understanding before you buy, sell, or invest.

Send me the area you are watching and I’ll help you think through what future supply could mean there.

[Your Name]

Newsletter 6 — Phoenix Is Attracting Wealth and Semiconductor Jobs.

Subject: Phoenix keeps adding the kind of demand that does not show up overnight.

Preview Text: Affluent millennials, semiconductor expansion, and long-term housing demand.

Body:

[First Name],

The short-term housing market requires discipline.

The long-term Phoenix story still has real momentum.

Both things can be true.

This month, Phoenix-Mesa-Chandler ranked No. 3 among major U.S. metro areas for attracting and retaining affluent millennials. The ranking looked at factors like GDP growth, employment, income, startup activity, and housing indicators.

That matters because affluent millennial migration is not just a lifestyle story. It is a housing demand story.

This is the group moving into peak earning years, household formation, career mobility, and long-term wealth transfer.

At the same time, TSMC confirmed that construction has begun on an advanced chip packaging facility at its existing Arizona campus, targeting capabilities before 2029. Amkor is also building a complementary Arizona packaging facility.

That matters because Arizona is not just getting factories. It is getting more of the semiconductor production cycle.

More of the cycle means more jobs, more suppliers, more technical workers, and more housing demand around the corridors serving those employers.

But here is the important part:

Economic development does not give a seller permission to overprice today.

It gives buyers and sellers long-term context.

The right way to use this information is not:

“Phoenix is growing, so anything sells.”

The right way is:

“Phoenix has long-term demand drivers, so let’s make a smart decision inside today’s market conditions.”

Short-term strategy still depends on:

- City-level leverage
- Resale versus new construction
- Product type
- Price band
- Inventory competition
- Buyer affordability

Long-term confidence and short-term discipline need to work together.

That is the real Phoenix story this month.

If you are deciding whether to buy, sell, or hold, send me your timeline. I’ll help you separate the long-term demand story from the short-term pricing strategy.

[Your Name]

📹 YouTube Market Update Script

06

7-MINUTE YOUTUBE TALK TRACK

A complete long-form May market update narrative.

Title

Phoenix Real Estate May 2026: The Market Is Not Dead. It Is Divided.

Length

Approximately 7 minutes

Tone

Calm, strategic, data-driven, local advisor. No hype. No brokerage branding.

INTRO — 0:00–0:45

[Visual: Phoenix skyline, quick cuts of resale homes, new construction, and mortgage-rate chart.]

Here is the most important thing to understand about the Phoenix housing market right now:

This market is not dead.

It is divided.

If you are trying to make a real estate decision based on one headline, you are probably looking at the wrong information.

Because in May's market update, we have resale holding up better than expected, new construction losing share, inventory tighter than last year, and city-level leverage split between seller markets, balanced markets, and buyer markets.

So the question is not, "Is Phoenix up or down?"

The question is, "Which part of Phoenix are you in, and what type of property are you buying or selling?"

Let's break that down.

SECTION 1 — RESALE HELD WITHOUT RATE RELIEF — 0:45–1:45

[Visual: Sales count graphic. Overlay: 7,148 ARMLS sales. Resale up 5.2%.]

April closed with 7,148 ARMLS residential sales across Greater Phoenix, up 2.94% from the same time last year.

That matters because April did not get a major rate rescue.

Rates stayed elevated. Buyer confidence was dealing with volatility. Affordability was still tight.

And yet resale demand still showed up.

Maricopa County affidavit data showed 6,235 resale closings, up 5.2% year-over-year.

That is the first major takeaway.

The buyer pool is not gone.

It is more selective.

Buyers are still acting when the value, location, payment, and timing make sense. But they are not rewarding every listing just because inventory is not huge.

That is why sellers need precision, and buyers need segment-level strategy.

SECTION 2 — INVENTORY IS TIGHTER THAN LAST YEAR — 1:45–2:45

[Visual: Inventory comparison graphic. Overlay: 22,913 active listings; nearly 1,400 fewer than last year.]

Active listings are at 22,913, which is 5.78% lower than the same point last year.

That means buyers are choosing from nearly 1,400 fewer homes.

New listings are also down 8.11% year-over-year, so new seller supply is not flooding the market.

This is where the market gets confusing for people.

A buyer may hear “rates are high” and assume sellers are desperate.

But then they go look at a clean, well-priced resale home in a tight segment and realize there is still competition.

A seller may hear “inventory is down” and assume they can price aggressively.

But then they ignore their actual competition and sit.

The inventory story helps well-positioned sellers.

It does not protect mispriced listings.

SECTION 3 — NEW CONSTRUCTION VS RESALE IS THE BIGGEST STORY — 2:45–4:00

[Visual: Split-screen new construction versus established resale neighborhood.]

The clearest structural signal this month is new construction versus resale.

New home market share fell to 15.3% in April.

That is the lowest reading since April 2022.

New home closings were down 18% year-over-year.

Resale closings were up 5.2%.

That is a major split.

Builders and resale sellers are not operating under the same rules.

A builder may use incentives, rate buydowns, design credits, or pricing adjustments to move inventory.

A resale seller has a different value proposition: location, mature neighborhood, completed improvements, faster move-in, and sometimes a better total cost.

But resale sellers cannot ignore builder competition.

If a buyer is comparing your home to a new build with incentives, your pricing and presentation need to make the resale value obvious.

And buyers need to compare more than price.

Compare monthly payment, incentives, repairs, taxes, HOA, location, move-in timeline, and long-term resale potential.

That is the real decision.

SECTION 4 — YOUR CITY DECIDES YOUR LEVERAGE — 4:00–5:05

[Visual: Simplified CMI map. Overlay: 9 seller, 3 balanced, 6 buyer.]

The Cromford Market Index shows 9 of 18 monitored cities in seller territory, 3 balanced, and 6 in buyer markets.

That is why the metro average does not tell you enough.

Surprise and Maricopa showed the strongest moves toward sellers.

Queen Creek and Paradise Valley moved more toward buyers.

And the Cromford notes point to a broader split: sellers still tend to have more advantage in central and more expensive locations, while buyers have more control on the outer fringes and in price ranges below $500,000.

So your strategy changes by geography.

A buyer in one city may have room to push for concessions.

A buyer in another may need to move cleanly on a well-priced resale.

A seller in one city may hold firmer.

A seller in another may need to position more aggressively from day one.

Your city is not just where the home is located.

It is the negotiation environment.

SECTION 5 — BUYER AND SELLER STRATEGY — 5:05–6:05

[Visual: Buyer checklist and seller checklist.]

For sellers, the question this month is:

How do I become the obvious value in my segment?

Not the cheapest.

The obvious value.

That means your price, condition, photography, access, staging, and negotiation plan all need to make sense against today’s competition.

The listing success rate is 74%, which is healthy, but not automatic. The market is rewarding homes that enter correctly.

For buyers, the question is:

Where do I actually have leverage?

Do not assume every seller is flexible just because rates are elevated.

And do not assume you have no leverage just because inventory is lower than last year.

Look at the property.

Look at the city.

Look at days on market.

Look at whether it is competing against builders.

Look at product type.

That is how you decide whether to negotiate aggressively or move cleanly.

SECTION 6 — LONG-TERM PHOENIX CONFIDENCE — 6:05–6:45

[Visual: Phoenix skyline, young professionals, semiconductor campus, outer-ring development.]

The long-term Phoenix story still has momentum.

Phoenix-Mesa-Chandler ranked No. 3 among major U.S. metros for attracting and retaining affluent millennials.

TSMC has started construction on advanced chip packaging at its Arizona campus, and Amkor is building complementary packaging capacity.

And a recent water-rule ruling may affect future development pipelines in outer-ring areas like Queen Creek, Goodyear, and Buckeye.

These stories matter because they shape long-term demand and future supply.

But they do not replace short-term discipline.

Economic growth is not a pricing strategy.

It is context.

The best decisions use both: long-term confidence and short-term market precision.

CLOSE — 6:45–7:10

[Visual: Agent on camera.]

So here is the May takeaway:

The Phoenix market is not dead.

It is divided.

Resale is holding better than new construction.

Inventory is tighter than last year.

City-level leverage is split.

And the right decision depends on your specific segment.

If you are thinking about buying or selling, send me your city, price range, property type, and timeline.

I’ll help you figure out which market you are actually in before you make your next move.

🤼 Buyer & Seller Objection Conversations

07

MARKET DATA DIALOGUES

Client conversation frameworks for buyer, seller, pricing, rate, and builder objections.

How To Use These

These are not canned lines to memorize. They are conversation frameworks agents can adapt naturally. Each one uses the May 2026 market data to create a calm, useful conversation instead of a debate.

Dialogue 1 — Buyer: “I’m waiting for rates to drop.”

Client:

I think I’m going to wait until rates come down.

Agent:

That may be reasonable depending on your timeline, but I would not make the decision on rates alone. April did not get meaningful rate relief, and resale closings still rose 5.2% year-over-year. So the market is not frozen. The risk of waiting is that the homes you like may still attract demand, especially if inventory remains tighter than last year.

Client:

But if rates drop, won’t I have more buying power?

Agent:

Yes, but if rates drop and more buyers re-enter at the same time, competition may increase. The better question is: in your specific city and price range, are sellers negotiable right now? If they are, you may be able to use today’s leverage instead of waiting for a rate move everyone else is waiting for too.

Question To Move Forward:

Would you like me to compare what your payment and negotiation options look like now versus what would need to happen for waiting to clearly benefit you?

Dialogue 2 — Seller: “I want to price high and see what happens.”

Client:

Can’t we list a little high and see what happens?

Agent:

We can, but I would not recommend using your first two weeks on the market as an experiment. The listing success rate is 74%, which means sellers are succeeding, but it is not automatic. The homes that are working are priced against current competition from day one.

Client:

But inventory is lower than last year, right?

Agent:

Correct. Buyers have nearly 1,400 fewer active listings than last year. That helps well-positioned homes. It does not protect homes that enter too high. Buyers are selective. If they do not see the value immediately, we can end up negotiating from days on market instead of strength.

Question To Move Forward:

Do you want to be positioned as the obvious value now, or test above the market and risk becoming the listing buyers wait out?

Dialogue 3 — Buyer: “Isn’t inventory high?”

Client:

I heard there is a lot of inventory now. Shouldn’t sellers be easier to negotiate with?

Agent:

It depends where you are looking. The current report shows active listings at 22,913, which is actually down 5.78% from last year. Buyers have nearly 1,400 fewer homes to choose from than they did a year ago.

Client:

So buyers do not have leverage?

Agent:

Some do. But not everywhere. Buyers often have more room in outer-ring areas, softer property types, or price bands where demand is thinner. In tighter resale segments, especially where there are fewer good options, sellers may still hold stronger.

Question To Move Forward:

Let’s look at the city, days on market, property type, and competing listings before deciding how hard to negotiate.

Dialogue 4 — Seller: “If buyers have fewer homes, why should I price carefully?”

Client:

If buyers have fewer homes to choose from, why shouldn’t we push the price?

Agent:

Because buyers have fewer choices, but they are still selective. The market is not rewarding every listing. It is rewarding the listings that make sense against current competition.

Client:

But demand is still there?

Agent:

Yes, resale demand is holding. That is the good news. Resale closings were up 5.2% year-over-year. But the market is divided by city, price band, and product type. If your home is in a strong segment, we use that. If you are competing against builder incentives or a softer submarket, we account for that too.

Question To Move Forward:

Would you like to see the buyer's comparison set before choosing the final list price?

Dialogue 5 — Buyer: "Should I buy new construction or resale?"

Client:

Should I be looking at new builds or resale homes?

Agent:

Both can make sense, but they need to be compared differently. New home market share fell to 15.3%, the lowest since April 2022. New home closings are down 18%, while resale closings are up 5.2%. That means builders and resale sellers are operating in different conditions.

Client:

So builders are better?

Agent:

Not automatically. A builder may offer incentives, but resale may offer better location, mature neighborhoods, completed upgrades, or faster move-in. We need to compare the full deal: payment, incentives, taxes, HOA, repairs, timeline, location, and long-term resale value.

Question To Move Forward:

Send me one new build and one resale option you like. I'll help you compare the full cost side by side.

Dialogue 6 — Seller: "Builders are discounting. Do I need to discount too?"

Client:

If builders are discounting, do I need to lower my price?

Agent:

Not automatically. But we do need to understand whether buyers for your home are also considering new construction. Builders have different pressures and different tools. They may use incentives or rate buydowns. Your resale home may still win on location, timing, neighborhood, and condition.

Client:

So we ignore them?

Agent:

No. We do not copy them, and we do not ignore them. We translate their incentives into the buyer's decision. If a buyer can get a lower payment from a builder, we need your resale value story to be clear enough to compete.

Question To Move Forward:

Let's look at the nearest builder competition and compare the buyer's real monthly decision.

Dialogue 7 — Buyer: “Can I negotiate right now?”

Client:

Can I get concessions or a lower price right now?

Agent:

Maybe. The right answer depends on the property. The Cromford Market Index has 9 cities in seller territory, 3 balanced, and 6 in buyer markets. So leverage changes by city.

Client:

What else should we look at?

Agent:

Days on market, price reductions, property type, seller motivation, comparable active listings, and whether the home is competing against new construction. If the listing is stale in a buyer-leaning city, we may push harder. If it is a clean, well-priced resale home in a tight segment, we may need a cleaner offer.

Question To Move Forward:

Let’s score the property before deciding how aggressive the offer should be.

Dialogue 8 — Seller: “My city is a seller market. Can I push it?”

Client:

If my city is a seller’s market, can we price above the comps?

Agent:

A seller-market city gives us leverage, but it does not give us permission to ignore buyer behavior. The goal is to use the leverage wisely, not waste it. If we overreach, we can lose the best showing window.

Client:

So how do we use the leverage?

Agent:

We use it in the launch strategy. We price where buyers immediately understand the value. Then we use demand to protect your terms: fewer unnecessary concessions, stronger repair negotiations, and better buyer confidence.

Question To Move Forward:

Would you rather use the seller-market advantage to attract serious buyers or use it to justify a price buyers may reject?

Dialogue 9 — Buyer or Seller: “Is Phoenix falling?”

Client:

I keep hearing Phoenix is falling. Is that true?

Agent:

That is too broad. Some parts of the market are softer. Lower price points, attached housing, and some outer-ring areas have more buyer control. But resale closings are up year-over-year, active listings are lower than last year, and city-level leverage is split.

Client:

So what is the real answer?

Agent:

The real answer is that Phoenix is divided. It is not one market. A single-family resale home in a strong area is not the same as a new build competing against incentives or a property in a softer price band.

Question To Move Forward:

Instead of asking whether Phoenix is falling, let's ask whether your specific segment is gaining or losing leverage.

Dialogue 10 — Relocation Buyer or Investor: "Is Phoenix still a good long-term bet?"

Client:

Is Phoenix still a good long-term market?

Agent:

The long-term story is still strong, but we need to separate that from today's pricing strategy. Phoenix-Mesa-Chandler ranked No. 3 for attracting and retaining affluent millennials. TSMC has started construction on advanced chip packaging here, and Amkor is building complementary capacity. Those are long-term demand signals.

Client:

So I should buy now?

Agent:

Not just because of economic headlines. We still need to evaluate the home, city, price band, and negotiating leverage. Long-term confidence is useful, but the specific deal still has to make sense today.

Question To Move Forward:

Let's look at whether the property you are considering has both a good short-term negotiation setup and a strong long-term demand story.

Dialogue 11 — Seller: "Why is my neighbor's home sitting?"

Client:

My neighbor's home has been sitting. Does that mean the market is bad?

Agent:

Not necessarily. In this market, one listing sitting does not define the whole segment. It may be overpriced, poorly presented, hard to show, competing against builders, or located in a softer price band.

Client:

How do we avoid that?

Agent:

We study what buyers are choosing, not just what sellers are asking. Then we position your home against the active competition, not the wishful competition. With a 74% listing success rate, homes are selling. But the ones that succeed are usually entering with a clear value story.

Question To Move Forward:

Let’s compare your home against the listings buyers will actually see the same week yours goes live.

Dialogue 12 — Buyer or Seller: “What should I ask before deciding?”

Client:

What should I ask before I decide?

Agent:

Ask three questions. First, is the city buyer, balanced, or seller leaning? Second, is the property competing against resale, builder incentives, or both? Third, is the price band seeing strong demand or more negotiation?

Client:

Why those three?

Agent:

Because those three questions tell us more than the headline. They tell us leverage, competition, and demand. That is the information that affects price, terms, timing, and negotiation strategy.

Question To Move Forward:

Give me the city, price range, and property type. I’ll help you answer all three before you move forward.

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