

## [Zoom Recording Link:](#)

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

### \*\*\*\***IMPORTANT NOTE:**

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

### **1. Video Script:**

*If you are someone who put your move on hold last year, this video is for you.*

*The Local Market is shaping up a few key ways in 2024 that we're different from last year.*

*1. Buyer activity is up **XYZ%** as rates are expected to trend downward.*

*2. An Uptick in new inventory*

*3. More multiple offer situations compared to 2023.*

*If you are thinking about making a move, shoot me a message!*

### **2. Email Blast:**

(LOCAL MARKET) Real Estate in 2024 vs 2023

Believe it or not, the spring market is already showing signs arriving as showings are up significantly vs. this time last month.

With 2023 being the year of “*wait and see*” for millions of people across the country, here are 3 ways we are seeing 2024 shape up:

#### **1. Lowering rates on the horizon: (REASON 1)**

With the rate of inflation slowing, signs of lower rates may be in the cards as Fannie Mae is predicting 30 year fixed rates to fall to 5.9% in Q4 of 2024.

Takeaways:

**2. Homes are still selling fast. (REASON 2)**

**3. Inventory is trending up:**

**3. Personal Facebook Post:**

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!

**\*\*PRO-TIP: Spreading the message.**

We recommend stories, polls, adding to your GMB and Facebook long form posts

**[\\*\\*BONUS What’s your plan in 2024?](#)**

**[\\*\\*PPC Overview Call](#)**