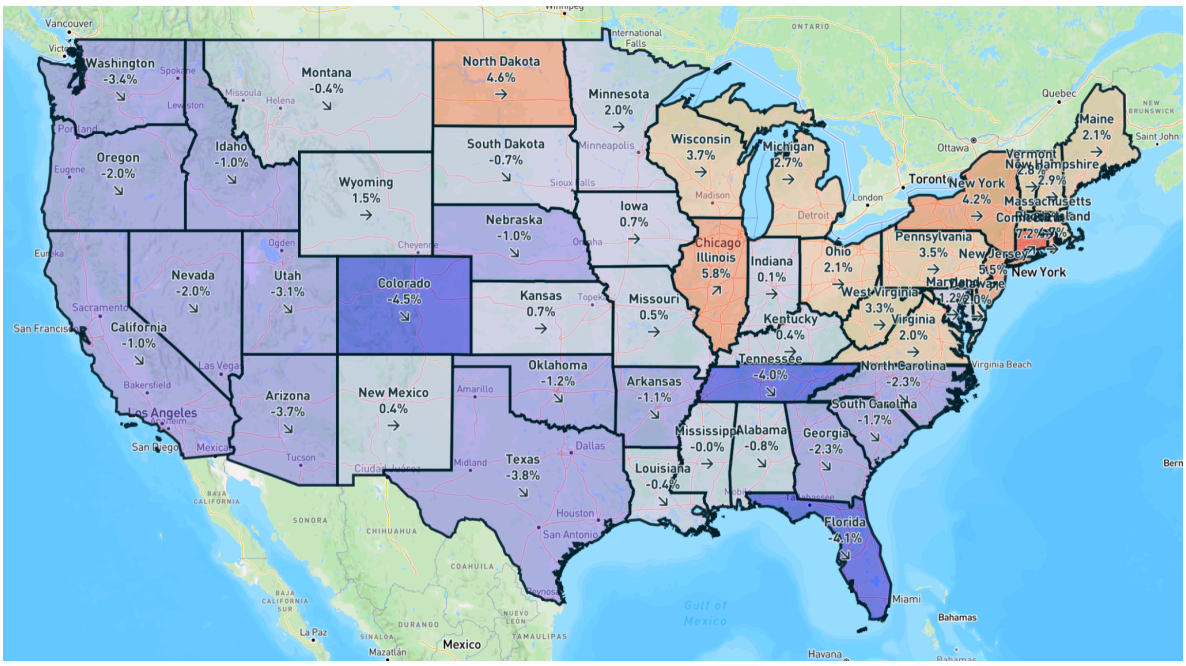
ALLSTAR POWERHOUSE eXp REALTY

MARKET OVERVIEW

Western North Carolina



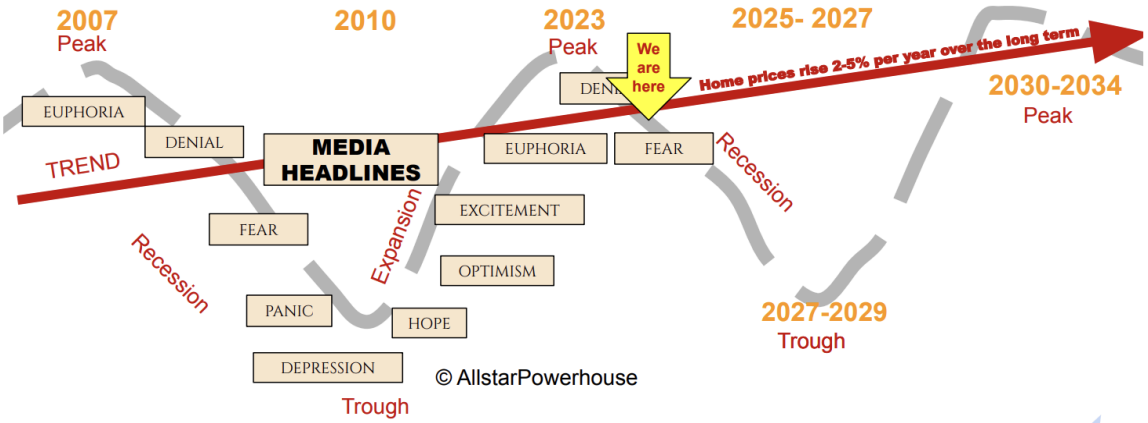
U S A S N A P S H O T



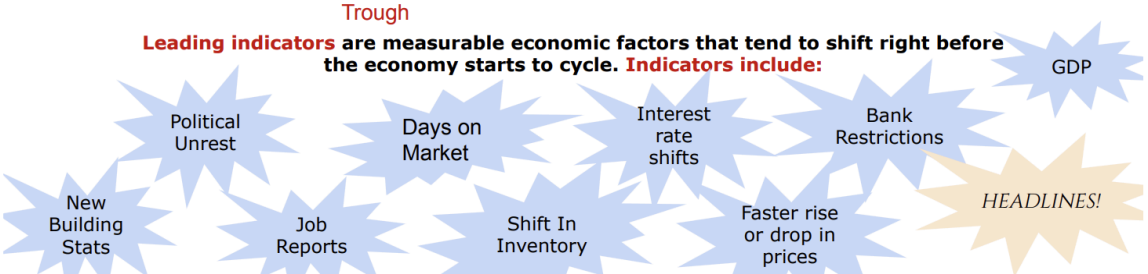
T H E E C O N O M I C C Y C L E

Clément Juglar (1860) Economic Cycle = 7-11 years

Decide your strategy. THE THREE PATHWAYS™ 1) **Hold home** for the price 2) **Become a landlord** and rent 3) **Sell now**. Does this timeline work for your family? Choose the year, and imagine Thanksgiving. Does this property serve you and your family?



Leading indicators are measurable economic factors that tend to shift right before the economy starts to cycle. Indicators include:



We don't have a crystal ball. If we did, and could time the market, we'd all be millionaires. Timelines are guestimates only, based on history of economic cycles. Work with your mentors, appraisers, lenders and top caliber agents to determine your strategy.

[Watch the Juglar shift on Youtube]

'We are here' represents over 50% of the USA in 2026 - and those markets that are still cresting or increasing are affected by markets in other states

YOUR STRATEGY

The Three Pathways™

Watch the Juglar shift on Youtube

1 **Stay put and wait.**

(HOLD)

If you're happy in your home, holding through the next market cycle may be a strong option—but only if your **timeframe and life stage support it**. This strategy works best when you understand where we are in the market shift and how many years may realistically remain before the next projected peak.

While no one can perfectly time the market, having a long-enough runway matters. For example, if we are approximately **8 years out from the next peak**, and you are **60 years old**, holding with the intention of selling closer to that peak may align well with both market timing and personal goals. Holding should be a **deliberate, long-term decision**, not passive waiting, and should factor in age, lifestyle plans, financial needs, and exit timing.

2 **Rent it out.**

(RENT)

Turning your home into a rental can allow it to generate income while the market continues to evolve. If this is a path you're considering, it's important to look at the shift diagram and understand how many years may remain before the next market peak. This strategy requires the right mindset, one that goes beyond "we'll rent it for a year and see what happens," especially if the market is still on a declining trajectory.

3 **Sell when it makes sense for you.**

(SELL)

- Some homeowners sell when prices are high or the market feels uncertain.
- Others sell because life changes, job moves, family needs, or lifestyle shifts.
- If you're buying another home, it's important to look at that market too, different areas move at different speeds.
- Investors may choose to move their equity into a stronger area. Ask us about 1031 exchange options.

No one can time the market perfectly. These timelines are based on historical trends, not guarantees. The right choice is the one that fits your life, your finances, and your comfort level. A trusted real estate professional can help you weigh your options with confidence.

O V E R V I E W

Full Market offer, value, or CMA (full version will follow)
This overview includes a preliminary full-market offer prepared at your request, along with brief market context in our area. We do have a corporate purchaser for the full-market-value option. They typically prefer off-market purchases. If your home has been relisted since this request, this is not intended to interfere with any existing listing agreement. Forecast figures sourced from reventure.

The market has stabilized after several fast-moving years. Activity is slower than peak levels, but well-positioned homes continue to sell.

Buyer behavior
Mortgage rates are higher than past infamous lows, but now more predictable. Buyers are careful, informed, and selective. Many are out-of-state purchasers seeking lifestyle homes, second homes, or long-term investments. Pricing, condition, and transparency matter more than ever. Available homes have increased, giving buyers more choices and negotiating power. Sellers face more competition, and homes that feel overpriced or that need work without being priced accordingly are quickly passed over.

Values continue to soften as the market adjusts from earlier rapid appreciation, which is consistent with normal economic cycles.

Disaster and events perception
With increased media coverage of natural disasters and major events, buyers are more focused on storm impact, insurance, and local infrastructure. Even in areas with little or no damage, these questions are now common. Listings that address these considerations up front tend to perform better, especially with out-of-state buyers.

Strategy If You Plan to Sell
Successful sellers today: • Price correctly from the start • Prepare the home to reduce buyer uncertainty • Use strong marketing to reach local and out-of-state buyers

Pre-inspections, Certified Pre-Owned options, and flexible sale solutions can reduce disruption and strengthen buyer confidence.

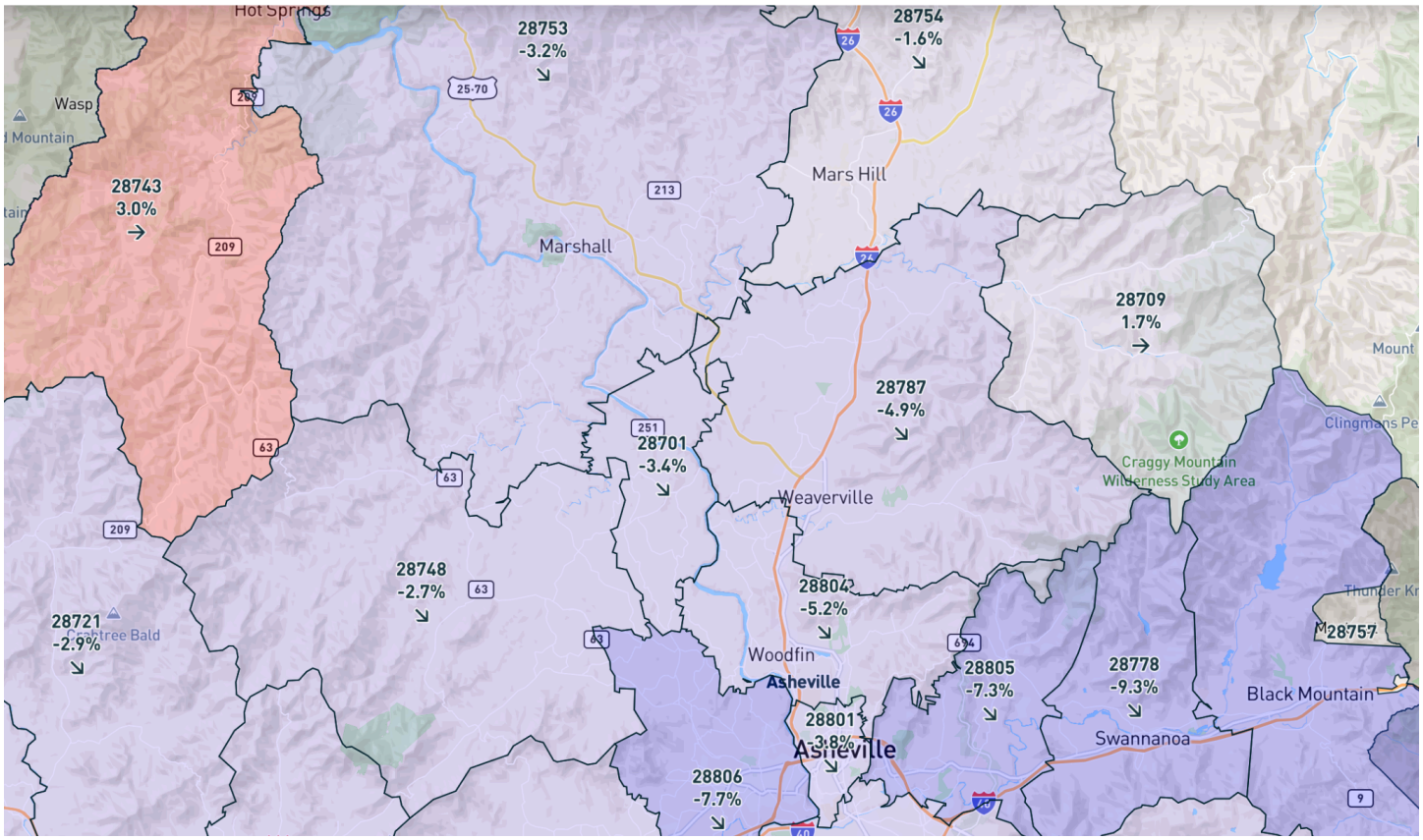
If You Don't Need to Sell - hold it for 10 years
If you can hold the property for five to ten years, long-term ownership in our area remains historically strong, especially in lifestyle markets. The average cycle is 7-11 years, with the previous cycle lasting 14 years.

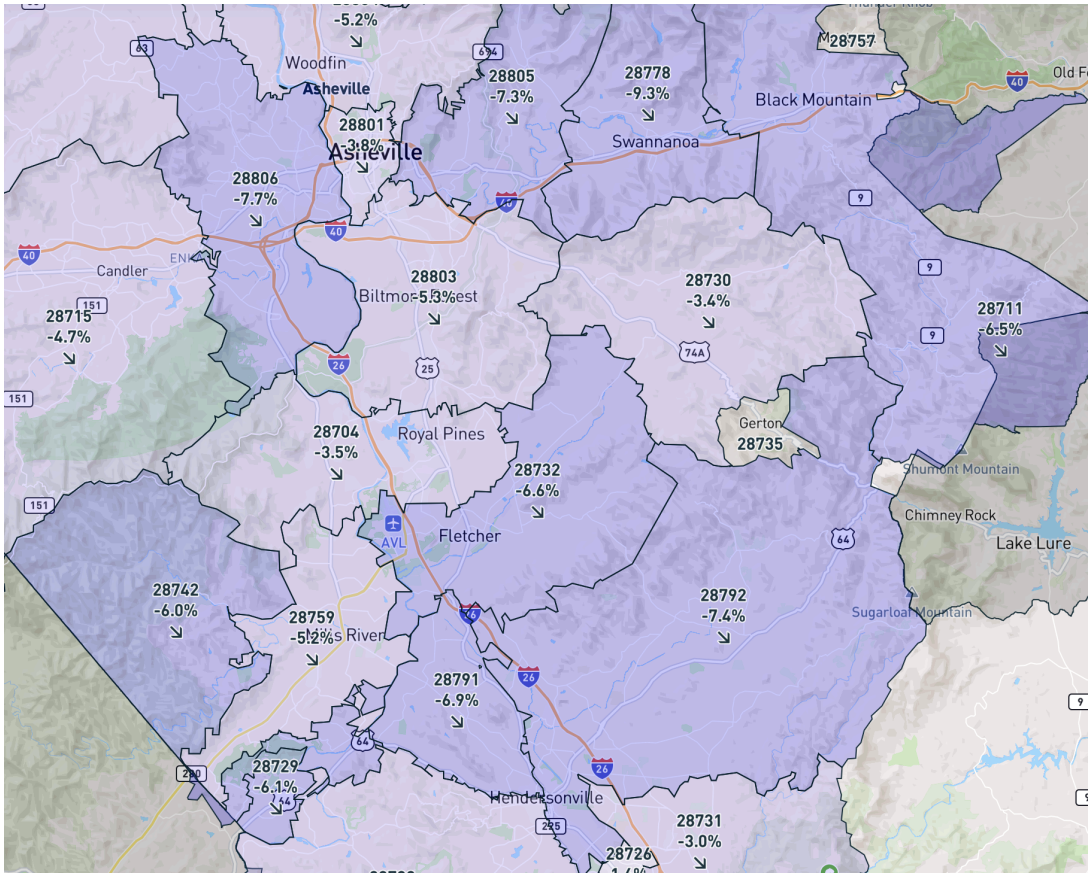
The Bottom Line
This is not a weak market. It is a selective market.
Well-prepared, well-priced homes sell. Others sit. Success comes from clear strategy, not waiting and hoping.

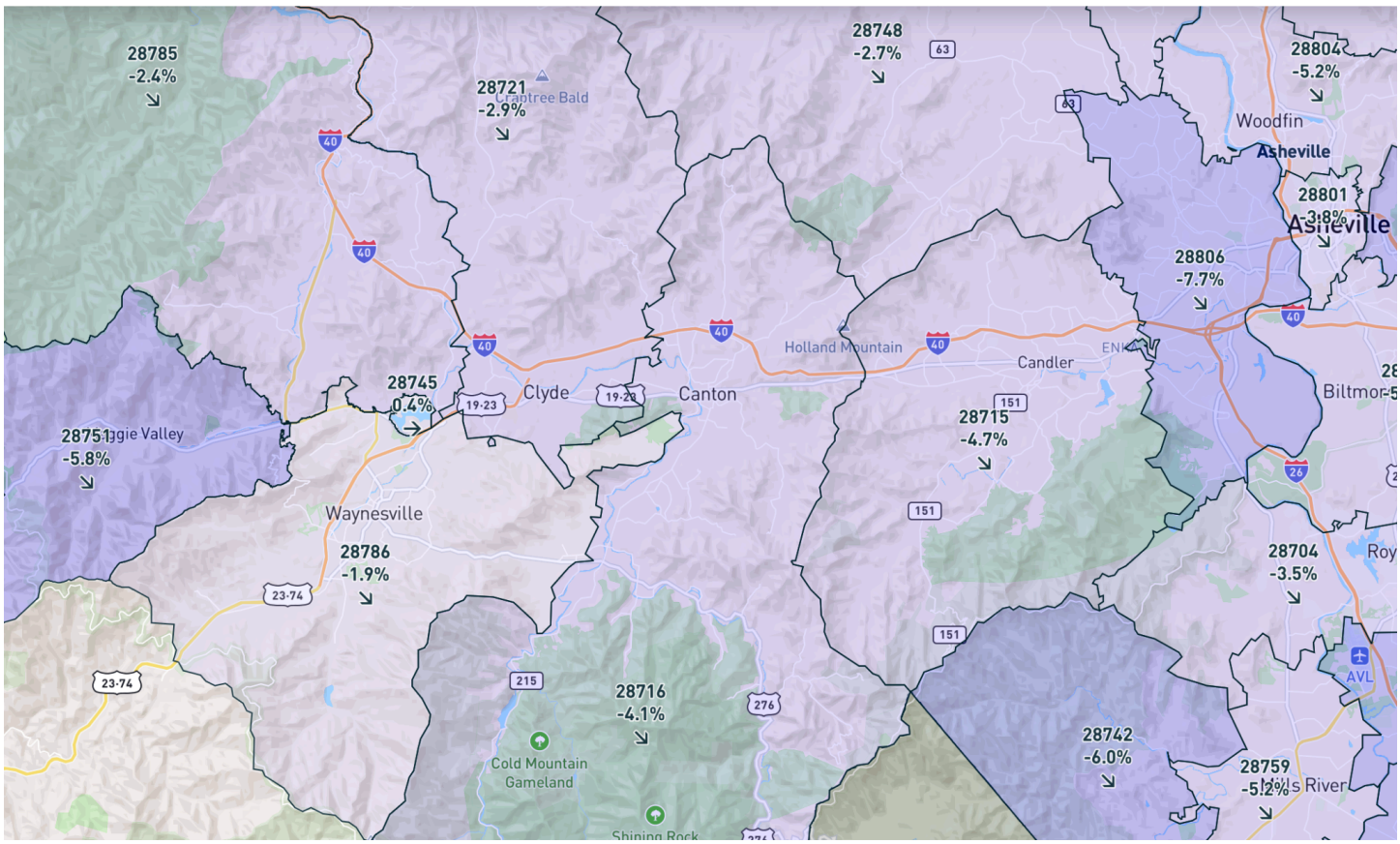
LOCAL SNAPSHOT



LOCAL FORECAST NEXT 12M




-5.2%
Woodfin
Asheville
28805
-7.3%
28778
-9.3%
28757
Black Mountain
28801
-3.8%
Asheville
Swannanoa
28806
-7.7%
Candler
28803
-5.3%
Biltmore Forest
28730
-3.4%
28711
-6.5%
28715
-4.7%
28704
-3.5%
Royal Pines
Gerton
28735
28732
-6.6%
Chimney Rock
Lake Lure
Fletcher
28742
-6.0%
28759
-5.2%
28792
-7.4%
28791
-6.9%
28729
-6.1%
Hendersonville
28731
-3.0%
28726


28785
-2.4%
28721
-2.9%
28748
-2.7%
28804
-5.2%
Woodfin
Asheville
28801
-3.8%
Asheville
28806
-7.7%
Holland Mountain
Candler
28745
0.4%
Clyde
Canton
28715
-4.7%
28751
-5.8%
Waynesville
28786
-1.9%
28704
-3.5%
28716
-4.1%
Cold Mountain
Gameland
28742
-6.0%
28759
-5.2%

Next Steps?

It could be simply a discussion at your home to take a broader look at what the value might be, and what timeframe and goals you are looking at. We can bring a full market offer with us, as well as discussing the various options that best suit you.

Thanks for requesting your value / CMA / Full market offer. Should you choose **(3.)**, below, the property will be reviewed by our corporate buyer through underwriting. Once complete, a detailed offer will be presented for your consideration, including full pricing, terms, and a clear outline of the process. We have three pathways available, not just the full market offer, and I'd be happy to walk you through any of them to determine the best fit for your goals:

1. **Conventional Listing**
2. **Conventional CPO Listing**
3. **CashCPO**



Please feel free to reach out with any questions or to discuss next steps. Rowena Patton, Allstar Powerhouse brokered by eXp Realty

Rowena Patton - 828 423 9315

MORE INFORMATION

AllstarPowerhouse, brokered by eXp Realty, is a coast-to-coast real estate team headquartered in Asheville, NC. Our leadership has hosted a real estate radio show for over 14 years, helped clients sell more than $1.5 billion in real estate, and authored a best-selling book on home selling. You can hear past episodes at www.RealEstateNewsRadio.com

Our unique value is built around giving sellers *multiple proven pathways* to sell, along with programs designed to help you reduce costs on future moves and make smarter real estate decisions long term. See our billions in sales at www.SoldByAllstar.com and see our google reviews and meet the team.

LISTING OPTION 1: Conventional Listing

We offer all the givens you would expect from any professional. Great Photos!. Walking-Tour Video, 3.5 bn sales giving that experience you need, large 'black book' of buyers

- The average conventional listing **'falls out' at contract ⅓ of the time**, due to buyer actions, inspection, appraisal when under contract (resolve this with Choice 2)
- Homes that 'fall out' can have a stigma "what was wrong with it / why did the buyers pull out etc" which can affect the value. (resolve this with Choice 2)

LISTING OPTION 2: Certified Pre-Owned Listing



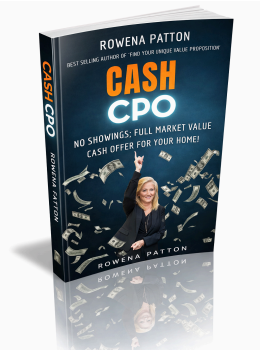
What does it cost?

Starts at around $500 for the pre-inspection, and usually saves a great deal more than that due to lower repair requests. **Reduces the stigma of a failed contract by reducing the drop out rate on a contract from 33% - 7%.**

We wrote the bestseller on selling homes with the CPO process

- Buyer agents / buyers prioritize your home for showings
- Overcome the Inspection hurdle - repairs by licensed contractors, plus limited time = higher costs
- Overcome the appraisal hurdle - if the home does not appraise, the buyer is likely to move on
- Average drop outs shift from up to 33% on Conventional Listing (stigmatized listing) to 7%
- Most often, get a higher sale price for your home
- Your home wins the beauty contest!

LISTING OPTION 3: Full Market Offer - CashCPO



What does it cost?

After your home is purchased through the program, you can receive up to 70% of the value in Stage One, with the release of money at day 14-90 - your choice!. There are no upfront costs until stage 2 when the home is sold on the open market.

During this Stage One, the home is inspected and appraised by the funding partner. Any inspection items are addressed with the funding partner upfronting the money, and the property follows option (2) above and is listed on the open market as a Certified Pre-Owned (CPO) home (Choice 2).

Because the home is **pre-inspected and prepared for sale, it often achieves a higher final sales price**. You also **avoid showings**, which can be especially helpful if the property is an Airbnb or rental and you want to protect your income and condition. Once the home sells, you receive a second check. The funding partner charges 1.5%, plus interest - only on the funds you chose to receive in Stage One. In other words, should you choose to just pay off the mortgage if you have one, or take a smaller amount, this would be the amount you pay interest on. Your choice.

In many cases, the increase in value from preparing and properly positioning the home helps offset the cost of the program, with most sellers seeing a higher net than with a traditional sale. An added benefit is that you can make non-contingent offers on your next purchase or redeploy your equity into other investments while the home is being prepared and sold.

This is not a traditional Cash offer where you get 50-70% of value. The Cash offer is full market value 'as is' on your home. You choose your move out date 14 - 90 days.

- **Stage One:** The CashCPO team purchases your home, does minimum to large project improvements where the funding partner upfronts the money. Inspection items are taken care of - upfront.
- You are now able to make a non-contingent offer on your next home, or go to your next chapter.
- **Stage Two:** Home is relisted as a CPO home (see Choice 2), and you get profits minus the remodel and usual real estate fees. Many Sellers earn MORE than with a traditional listing - without the hassle!

Love It Or Leave It Guarantee



The Love It Or Leave It guarantee helps buyers 'get off the fence' therefore we attract more buyers to your home.

1. Purchase with us
2. Should you have to sell your home within 6 months, we will sell it FREE (on the seller side)!

3. If you sell your home within 10 years, we will sell it at a discounted commission rate for you

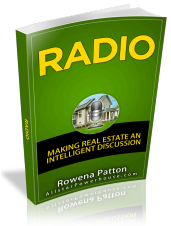
Veterans & First Responders

Over $850,000 given back to first responders so far. We are on a mission to give back one million dollars.

We are thrilled to be a proud supporter of T2T.org - an organization as remarkable as it is inspiring. Their commitment to aiding heroes in myriad ways includes building homes and paying off mortgages for wounded and fallen heroes and their families.

Now through this program, you can donate whatever you choose to the Tunnel To Towers Foundation through your home sale. As a home seller, buyer or agent, choose the level you would like to donate

Radio show / Podcast since 2011



We've built up the listener base over the years, driving more potential buyers to your listing.
Hear episodes at www.RealEstateNewsRadio.com



Memories Video

A personal **memories video** for you, to share with family and friends. We make it for you and give you a private unlisted link.

Walking-Tour Video



A walking-tour video is an honest look at your home, accompanied by our narration after learning about all the unique features from you. Buyers start their search online 98% of the time, and love to watch our videos.



Coming Soon

Where available - or appropriate - we can list your home '**Coming Soon'** for up to 2 weeks, creating some urgency and giving you time to finish up last minute tasks.

PUT AN ALLSTAR BY YOUR SIDE!