

## 2026 DMV SELLER SURVIVAL GUIDE

### What Sellers Need to Know in Today's Market

The DMV market is still active, but buyers have become more selective.

Homes are selling every day, but the homes winning right now are:

- ✓ Properly priced
- ✓ Professionally marketed
- ✓ Move in ready
- ✓ Strategically prepared

The days of throwing any price on a listing and expecting multiple offers by dinner are slowing down in many areas.

### WHAT MATTERS MOST RIGHT NOW

#### PRICING STRATEGY

Overpricing is one of the biggest mistakes sellers are making right now.

Today's buyers are:

- Watching days on market
- Comparing properties closely
- Looking at price reductions
- More payment sensitive due to interest rates

The first 7 to 14 days on market matter the most.

A strong launch creates urgency.

A stale listing creates doubt.

## PRESENTATION MATTERS

Buyers are heavily influenced by presentation.

The homes performing best usually have:

- ✓ Professional photography
- ✓ Decluttering
- ✓ Neutral paint
- ✓ Clean landscaping
- ✓ Bright lighting
- ✓ Updated kitchens/baths
- ✓ Clean flooring

Many buyers want homes that feel move in ready.

## SELLER CONCESSIONS

Seller concessions are becoming more common again in certain price points.

Examples include:

- Closing cost assistance
- Interest rate buydowns
- Repair credits
- Home warranty coverage

Strategic concessions can sometimes create stronger offers while helping buyers manage monthly payments.

## INSPECTION PREPARATION

Pre-listing preparation can help avoid surprises during negotiations.

Important areas to check:

- Roof
- HVAC systems
- Plumbing leaks
- Water damage
- Electrical issues
- Windows/doors
- Safety concerns

## PREPARING FOR THE MARKET

Before listing:

- ✓ Understand your local competition
- ✓ Review realistic pricing
- ✓ Discuss timing strategy
- ✓ Prepare the property
- ✓ Build a customized marketing plan

## NEXT STEPS



Schedule a Real Estate Strategy Call



Request a Home Value Review



Build Your Selling Timeline



Review Pricing Strategy

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