

THE SELLER'S EDGE

Current Trends, Insights & What to Expect in Spring 2026



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The Benefits of Selling This Spring

1. Spring Is Peak Buyer Season

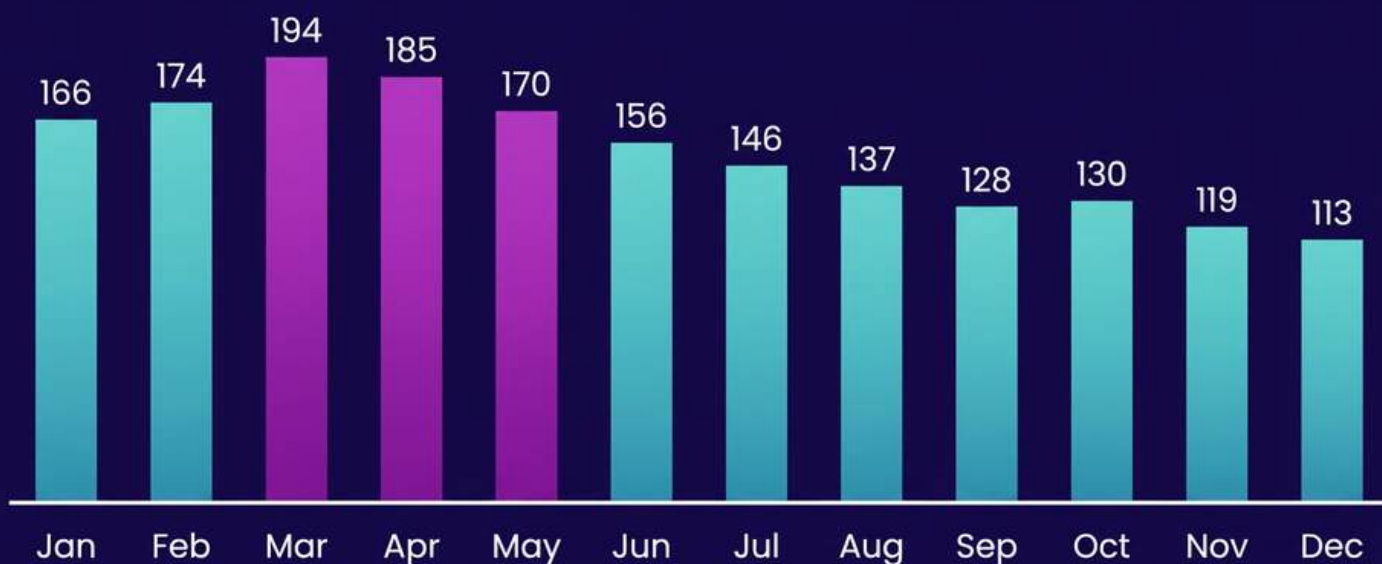
In real estate, spring is typically one of the strongest times of year to sell. Buyer activity tends to rise during this season, which means more people are actively searching and more attention on your home.

The market is not expected to go back to the chaos we saw during the pandemic, but that does not mean activity is standing still. More buyers are starting to re-enter the market, especially as mortgage rates have eased and buyer confidence has improved.

With the usual spring momentum, slightly lower rates, and home price growth beginning to level out, many buyers are feeling more prepared to make a move. That is why it is so important to make sure your home stands out and gets in front of serious buyers right now.

Buyer Showings Are Typically Highest During the Spring

Average Monthly Showing Index, 2022 – 2025

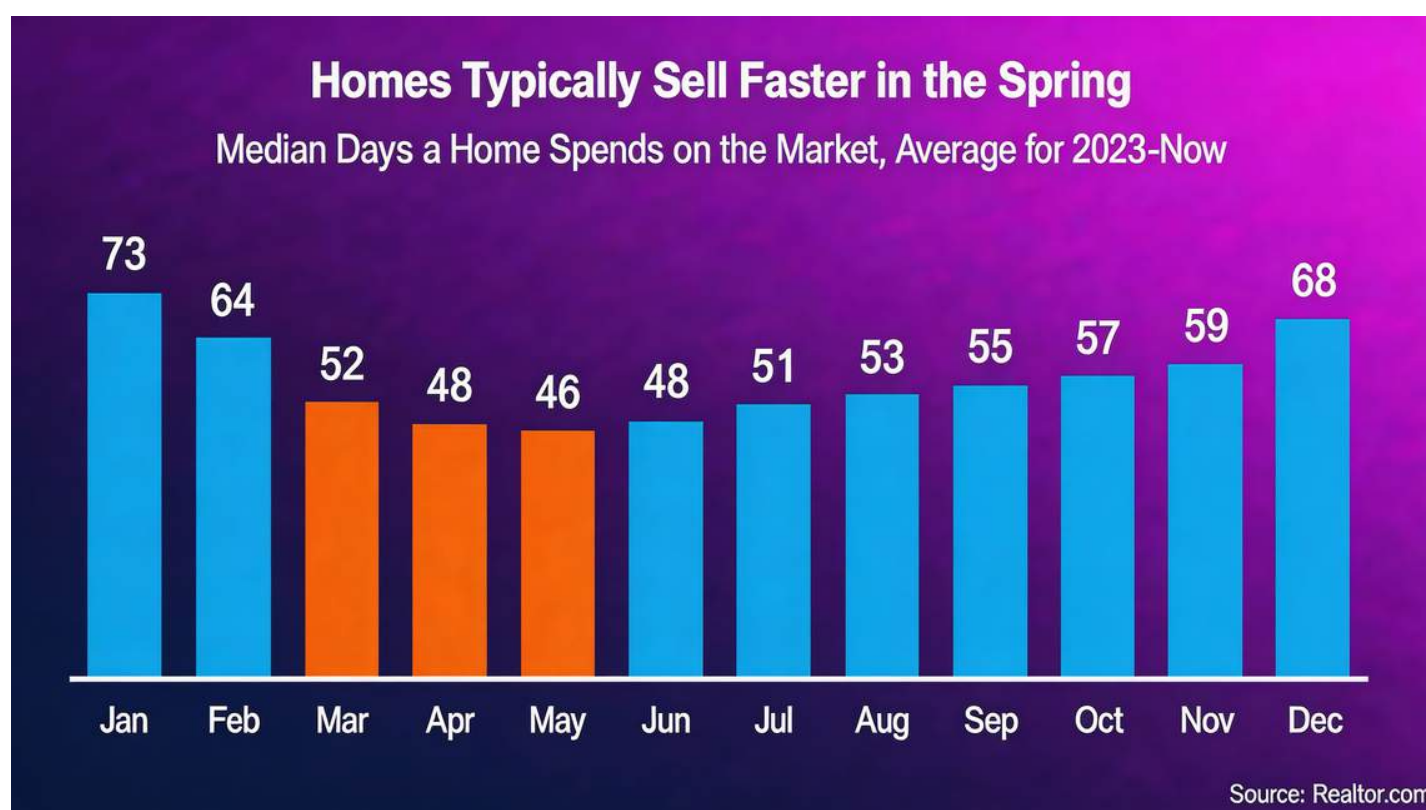


Source: Showing Time

2. Spring has Always Been One of the Busiest Times in Real Estate

That seasonal demand often works in a seller's favor. As more buyers begin their search before summer, listings tend to receive more attention, more showings, and stronger offer activity.

You should not expect the extreme bidding wars of 2020 and 2021, but spring can still create great opportunities for sellers. In many cases, increased buyer demand during the spring and early summer leads to more offers and better overall exposure for your home.



3. Homes Often Sell More Quickly in the Spring

Another trend we typically see each spring is that homes tend to move faster. Since properties have been sitting on the market a little longer lately, listing during one of the busiest seasons of the year can help position your home for a quicker sale — and that is exactly what most sellers are hoping for.



What Homeowners Should Understand as the Market Evolves

Inventory Is Rising, and Buyers Have More Leverage

There are more homes on the market now than we have seen in the past several years. That can be a positive for sellers who also need to buy, since it creates more options for your next move. At the same time, buyers are benefiting too because they have more homes to choose from.

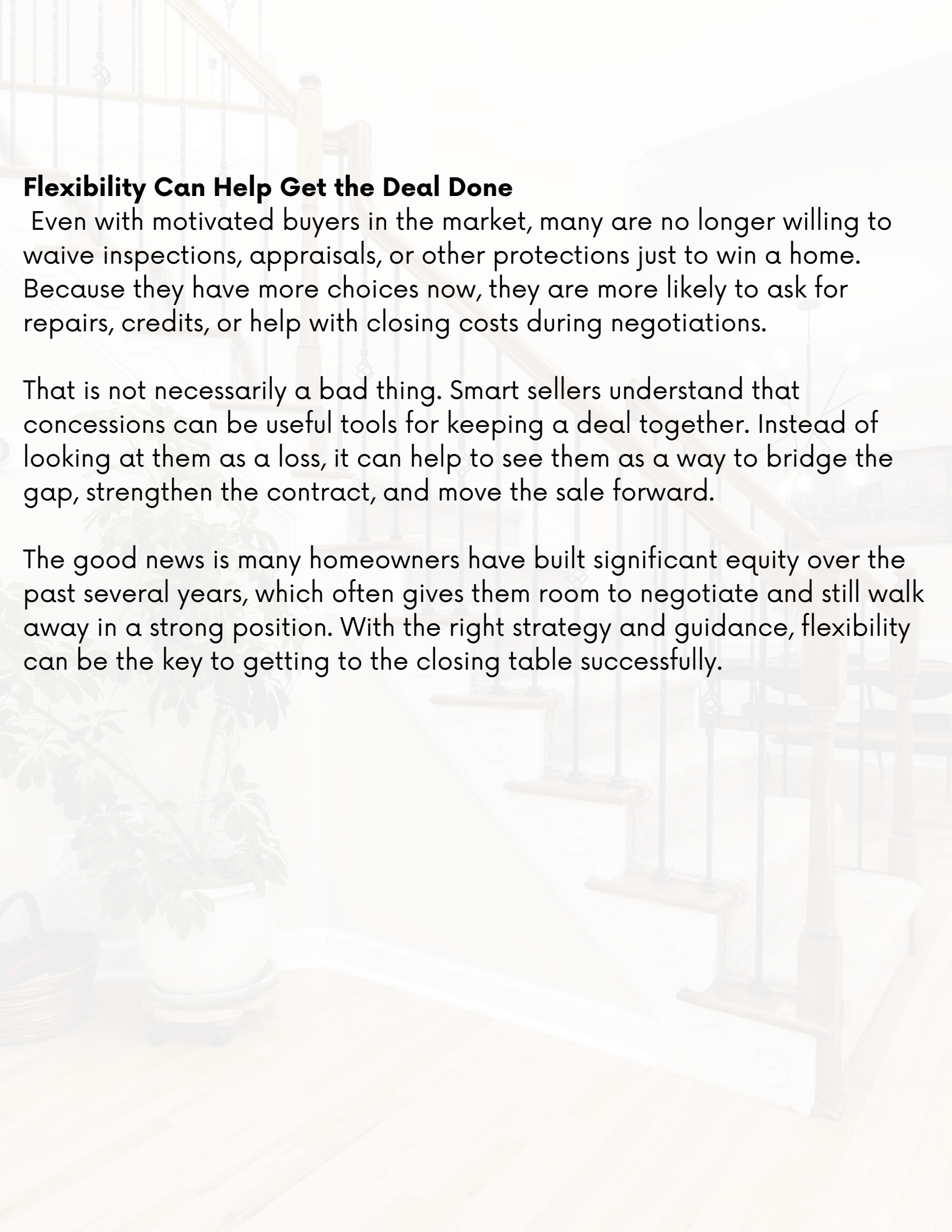
That shift means the market is starting to feel more balanced in many areas. In places where inventory has returned closer to normal levels, buyers may have a little more negotiating power than they did before. That does not mean sellers have lost control of the market. It simply means buyers have choices, so your home needs to show well, be priced right, and stand out from the competition.

Of course, every market is different. In some areas where inventory is still tight, sellers may continue to see strong demand and buyer competition. That is why understanding your local market is so important when deciding how to position your home for sale.

Pricing Matters More Than Ever

As buyers gain more options, they are becoming more selective. One of the quickest ways to lose their attention is by overpricing your home. A strong pricing strategy can help you attract serious buyers, generate activity, and sell faster, while missing the mark can lead to price reductions later.

Today's market is requiring sellers to be realistic and responsive. Buyer feedback matters, and pricing your home correctly from the start can make all the difference. The right agent can help you study local market trends, compare similar homes, and choose a price that helps your home compete.



Flexibility Can Help Get the Deal Done

Even with motivated buyers in the market, many are no longer willing to waive inspections, appraisals, or other protections just to win a home. Because they have more choices now, they are more likely to ask for repairs, credits, or help with closing costs during negotiations.

That is not necessarily a bad thing. Smart sellers understand that concessions can be useful tools for keeping a deal together. Instead of looking at them as a loss, it can help to see them as a way to bridge the gap, strengthen the contract, and move the sale forward.

The good news is many homeowners have built significant equity over the past several years, which often gives them room to negotiate and still walk away in a strong position. With the right strategy and guidance, flexibility can be the key to getting to the closing table successfully.

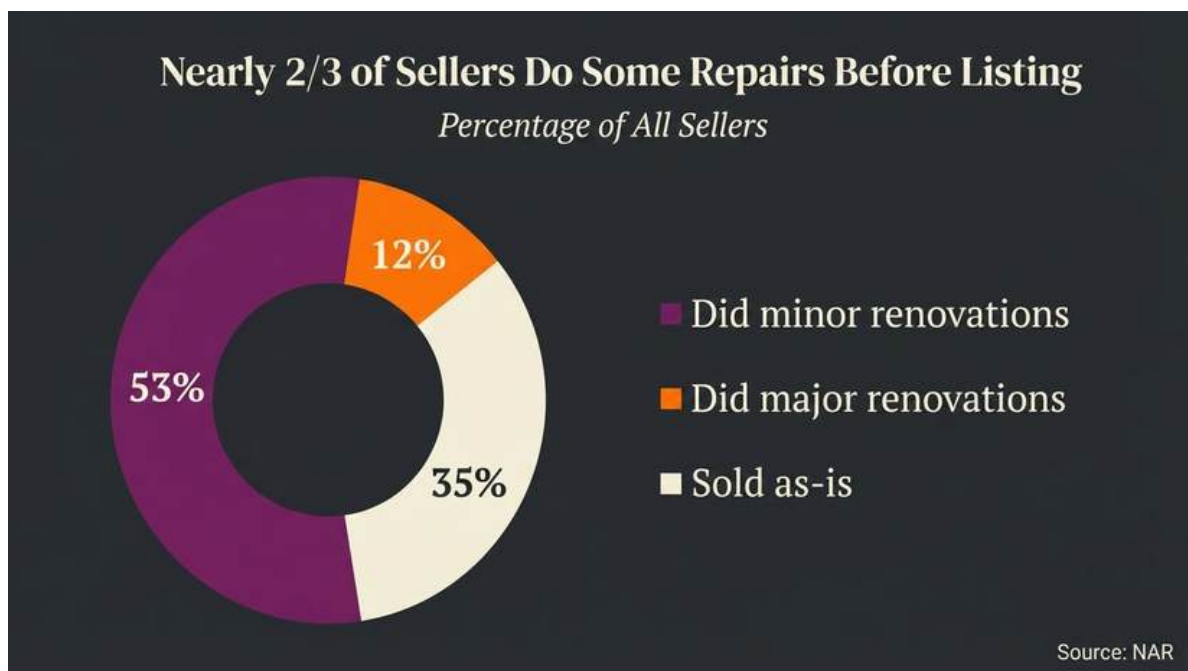
Considering Selling Your Home As-Is? Start Here.

Here's a rewritten version that sounds more natural and original:
If you're thinking about selling your home this year, you may be weighing two different approaches. One option is to sell it as-is and keep things simple, with no repairs or extra work. The other is to make a few updates first so the home shows better and has a stronger chance of selling for top dollar.

In 2026, that choice carries more weight than it has in recent years. As more homes come onto the market, buyers have more options, which also means they can afford to be more selective. When inventory was tighter, buyers were often more willing to overlook condition. Today, that is not always the case.

That is a big reason many sellers decide to make at least a few improvements before listing. Even small updates or minor repairs can help a home make a better first impression and stand out against the competition. While some sellers still choose to sell as-is, most are doing some level of prep before putting their home on the market.

If you want, I can also make this sound more like a blog, seller guide, or Instagram carousel.



What It Really Means To Sell a Home As-Is

When you sell a home as-is, you're basically letting buyers know that what they see is what they get. You're not planning to make repairs before putting it on the market, and you're likely not agreeing to fix things that come up later during inspections either.

That can definitely make the process feel easier on the seller's side, but it can also affect how buyers respond. Most buyers are naturally more drawn to homes that feel updated, well cared for, and move-in ready. When a home needs work, it can turn some buyers away or make them more cautious about making an offer.

Selling as-is does not mean your home will not sell. It just may mean fewer interested buyers, less competition, more time on the market, and possibly a lower price than if the home had been prepared a bit before listing.

How a Good Agent Helps You Decide

When it comes to selling as-is or making a few improvements first, there is no one right answer for everyone. A lot depends on your home, your goals, and what the market looks like in your area. That is why having the right agent on your side matters so much.

A good agent can help you look at both options realistically and understand what your home may be worth in each scenario. That way, you can make a decision based on facts, not guesswork.

If you decide to sell the home as-is, your agent should know how to highlight the parts buyers will still be excited about, like the location, layout, lot size, or overall potential. If you choose to do some work before listing, your agent can help you focus on the updates that are most likely to make an impact without wasting time or money. In the end, the goal is to create a strategy that makes the most sense for your situation and helps you get the best result possible.

What Upgrades are Worth it When Selling

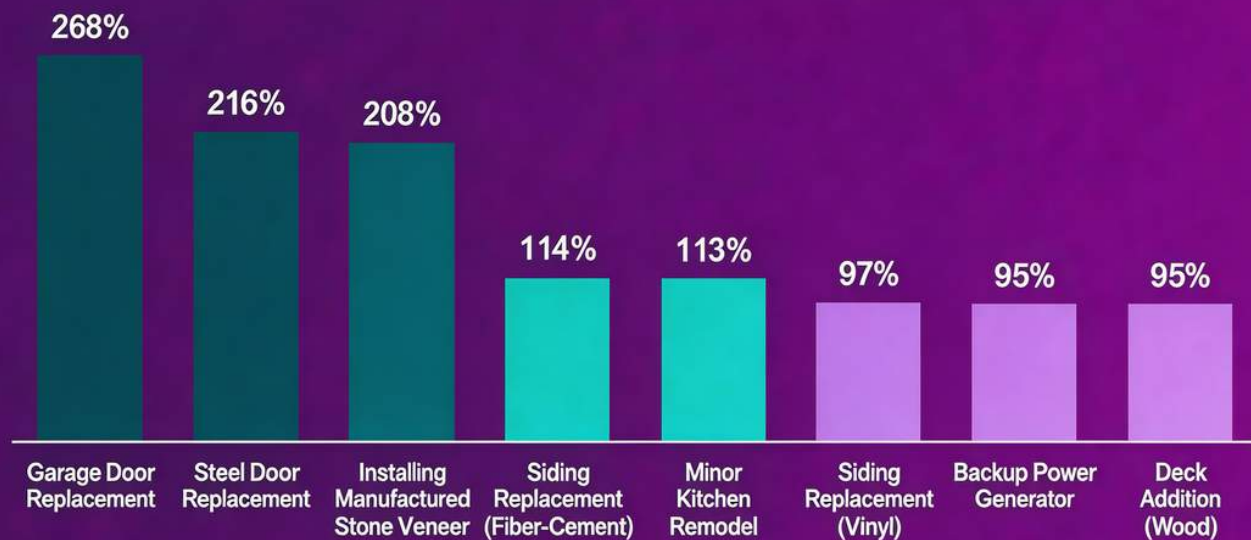
Which Home Projects Usually Give You the Best Return

Not every home improvement is worth doing before you sell, and some projects pay off much more than others. Each year, industry research takes a look at which upgrades tend to bring the strongest return when it comes time to sell, and the results are not always what sellers expect.

In many cases, it is the smaller, more strategic updates that can make the biggest difference in how a home shows and how buyers respond. The projects highlighted below represent the improvements that often have the most potential to add value before going on the market.

Home Projects with the Highest Return on Investment (ROI)

Estimated ROI Compared to Upfront Cost, 2025 National Average



Source: Zenda

Small Changes Can Make a Big Difference

This is a great reminder that you do not always have to take on major renovations to make your home more appealing. Sometimes the smaller, more affordable updates are the ones that create the biggest visual impact. And in today's market, that matters. Since buyers have more choices than they did before, many are naturally gravitating toward homes that feel clean, updated, and easy to move into.

That does not mean you need to complete every possible project before you list. It just means doing nothing at all can sometimes hurt you. Even simple things like touching up worn paint, cleaning up the yard, freshening up the front door, replacing outdated fixtures, or fixing little cosmetic issues can go a long way. Buyers notice those details, and they often shape how well the home shows as a whole.

The goal is to help buyers focus on the home itself, not on a running list of things they feel they will need to fix after moving in. When a home feels well maintained and cared for, buyers are often more confident and more willing to make a stronger offer.

This Should Guide You — Not Decide Everything for You

It is also important to remember that general real estate advice is only a starting point. What makes sense for one home or one market may not make sense for another. Buyer expectations can vary based on location, neighborhood, price point, and the overall condition of your home.

That is why it is so important to get advice based on your specific situation before spending money on updates. The right strategy is not about doing the most work. It is about doing the right work. A knowledgeable local agent can help you figure out which updates are worth it, which ones you can skip, and where a small investment may make the biggest difference in how your home shows and what it ultimately sells for.



Small Updates Can Make a Big Difference

This is proof that you do not have to spend a huge amount of money to make your home look better before listing. A lot of times, it is the smaller updates that make the biggest difference in how a home feels to buyers. And in today's market, that matters more than ever. Since buyers have more options, many of them are drawn to homes that feel well cared for and move-in ready.

That does not mean you need to do every project possible. It just means ignoring everything can work against you. The best approach is to focus on the things your home actually needs. That could be cleaning up the yard, touching up scuffed paint, freshening up the front door, replacing outdated hardware, or swapping out old light fixtures. Small details like these can have a major impact on how your home shows.

When buyers walk through a home, you want them noticing the space, not making a mental list of repairs they will need to handle after they move in. The more polished and cared for a home feels, the more likely buyers are to feel confident about it — and that can lead to stronger offers.

This Is a Helpful Guide, Not a One-Size-Fits-All Plan

It is important to remember that national data and general advice are just a starting point. What works in one market may not make sense in another. Buyer expectations can vary depending on the area, neighborhood, price range, and condition of the home.

That is why it helps to talk with a local real estate professional before deciding what to update. The goal is not to overdo it. The goal is to make smart choices that will actually help your home stand out. A good agent can help you figure out what buyers in your market expect, what you can skip, and which improvements are most likely to make the biggest impact without overspending.

The Wealth-Building Power of Homeownership

One of the biggest financial benefits of owning a home is the equity you build over time. Equity is the difference between what your home is worth and what you still owe on it. As you continue making your mortgage payments, your loan balance gradually goes down, which increases your ownership in the property.

At the same time, home values have historically appreciated over the years. So while you are paying down your mortgage, your home may also be increasing in value. When those two things happen together, you are building wealth in a way that often feels almost automatic over time.

This can become especially meaningful for homeowners who have been in their home for many years. The longer you have owned your property, the more likely it is that you have built up a substantial amount of equity. That equity can play a major role when it comes time to make your next move, whether that means buying another home, downsizing, or using your proceeds toward your future goals.

What That Can Look Like Financially

The chart on the next page helps show how much equity a homeowner may have built depending on when they purchased their home. Using a median-priced home as a general example, it offers a helpful way to see how time, mortgage payments, and appreciation can work together to build value over the long term. Take a look and see how your own timeline may compare.

Home Seller's Checklist

As you prepare to sell your home, make sure these items are on your to-do list. A trusted real estate professional can also offer custom advice and tips tailored to your unique situation to help you get the best results.

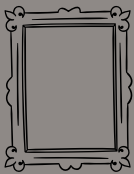
Make It Inviting



☐ Open blinds or curtains to let the light in



☐ Check lightbulbs and replace as needed



☐ Take down personal photos or items



☐ Declutter throughout

Show It Is Well Taken Care Of



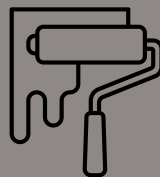
☐ Clean your vents and baseboards



☐ Vacuum, mop, or sweep floors



☐ Fix anything that's broken



☐ Touch up any scuffs on the walls

Boost The Curb Appeal



☐ Power wash outdoor surfaces



☐ Wash the windows (inside and out)



☐ Tidy up the landscaping



☐ Sweep patios, decks, and walkways

Based on that research, many homeowners have built a surprising amount of equity over time. For those who bought in the mid-1990s, that number could be more than \$400,000. Homeowners who purchased in the early 2000s may still have built over \$330,000 in equity, even after living through the housing downturn. And even those who bought around 2015 may have already gained close to \$285,000 in equity in a much shorter period of time.

Of course, every homeowner's situation is different. Your equity depends on factors like what you originally paid for the home, how much you put down, how long you have owned it, and whether you have made improvements along the way. But the bigger point is that many homeowners today are sitting on far more equity than they realize.

That equity can create real opportunities when it comes time to move. It may help offset concerns about today's mortgage rates by giving you the ability to make a larger down payment, which can reduce the amount you need to borrow. In some cases, it may even put you in a position to buy your next home with cash or come in with a much stronger offer, which can be especially attractive to sellers.

Real Examples of How Homeowners Gain Equity Over Time

Factoring in Purchase Price, Price Growth, and Monthly Payments

Purchase Year	Purchase Price	Down Payment (20%)	Principal Paid Down	Value Gained	Total Equity
1995	\$114,600	\$22,920	\$91,680	\$320,700	\$435,300
2005	\$229,000	\$45,800	\$84,317	\$206,300	\$336,417
2015	\$236,300	\$47,260	\$38,476	\$199,000	\$284,736

** Estimates based on the purchase of a median-priced home*

Source: Realtor.com



The Top Mistake Sellers Regret When They Don't Hire an Agent

The price of your home plays a huge role in how buyers respond from the very beginning. If it is priced too high, that can turn buyers away before they ever step through the door. And when fewer buyers are interested, you usually end up with fewer showings, less activity, and fewer offers.

Once that happens, sellers often have to lower the price to try to regain attention and bring buyers back. That is something happening more often in today's market, especially when homeowners try to sell without professional guidance.

The truth is, pricing a home is not as easy as pulling a number from an online estimate or using what a neighbor sold for months ago. A strong pricing strategy takes a real understanding of what buyers are willing to pay right now, what comparable homes are actually selling for, the condition of your property, and how strong demand is in your area.

Without that bigger picture, it is easy to overshoot. And in a market where buyers have more choices and can afford to be selective, overpricing can work against you quickly.

Top Reasons To Hire a Real Estate Agent When Selling Your Home

Industry Experience



We're well-versed in the housing market and know the ins and outs of the entire process.

Expert Insights



We simply and effectively explain today's market conditions and what they mean for you.

Pricing and Market Value



We help you understand today's real estate values when setting the price of a listing or making an offer to purchase your next home.

Contracts and Fine Print



We help with all the disclosures and documents necessary in today's heavily regulated environment.

Marketing and Exposure



We have effective marketing tools and networks to attract more buyers.

Negotiation Experience



We act as a buffer in negotiations with all parties throughout the entire transaction.



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