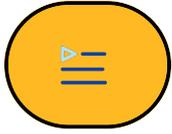


# 4 Rules

for snagging a great house in a Buyers Market

## In This Market: Buy SMART or Don't Buy at All



### Before We Start: Your Secret Weapon

**Pro Tip:** Before you fall in love with any property, check its selling history on Zillow. Look at how long it took to sell the last time. Even better if it sold during the hot market years (2020-2022).

If a home took 60+ days to sell when everything was flying off the market, imagine how long it might sit in today's slower conditions. **The previous selling pattern reveals the property's true appeal to buyers.**



### Rule #1: You Set the Price

## The 6-Week Rule Explained

Here's the brutal truth: In today's market, if a home has been sitting for 6+ weeks, it's overpriced. Period.

**Why 6 weeks?** In a normal market, well-priced homes typically go under contract within 3-4 weeks. When you hit that 6 week mark, one of three things is happening:

1. **The market sent the seller a clear signal - nobody wants their house at that price** (and they're in denial about it)
2. **The seller thought their home was the crown jewel of the neighborhood** (but buyers disagree)

**The seller is starting to panic and second-guessing their strategy** (which makes them much more willing to negotiate).

The seller is about to get a reality check from their agent. Price reductions usually happen around weeks 4-6. This is your window to strike.

**Action Step:** Set up your alerts to show you homes that have been on the market 30+ days. These are your negotiation opportunities. Don't waste time on fresh listings where sellers still think it's 2022.



## Rule #2: Stick to Established Neighborhoods

### "Up and Coming" Areas May Be Too Risky

Let me tell you what's happening in the seller's mind when they list in those trendy, "transitional" neighborhoods: They're betting YOUR money on their wishful thinking.

Here's their thought process: *"This area is the next hot neighborhood! I'm going to price my house based on where this neighborhood is GOING, not where it is today."*

**The reality check:** In a tough market, "potential" doesn't pay the mortgage. Just like Wall Street investors who flee to blue-chip stocks when times get uncertain, smart buyers seek out established neighborhoods with proven track records. There's a reason they call it a "flight to safety."

### What sellers in emerging areas are really thinking:

*"I'll be the one who gets out before the trend reverses"* (classic greater fool theory)

*"My house will be the exception that sells quickly"* (spoiler: it won't)

*"If I price it right, location won't matter"* (wrong - location always matters more in slower markets)



## Rule #3: Focus on Low-Maintenance Properties

### Your System-by-System Battle Plan

In this market, you can't afford to gamble on major repairs. Here's your homework: **Comb through every listing description like a detective** and coach your agent to prioritize homes with newer systems.

#### Your shopping list for smart buying:

- **Roof:** Less than 10 years old (insurance companies are getting picky)
- **AC/HVAC:** Less than 7 years old (Florida heat kills units fast)
- **For homes 50+ years old:** Updated electrical panel and plumbing

**Why this matters more now:** Insurance companies are denying coverage or charging massive premiums for older roofs. Plus, with current interest rates, borrowing \$20K for a new roof means you'll pay \$30K+ over the loan's life.

**Your negotiation advantage:** When you DO find a property that needs system upgrades, use every bit of leverage to make the seller handle repairs BEFORE closing. Don't just ask for a price reduction - demand they fix it with their contractors, their headaches, and their timeline pressure.

**Pro tip:** Sellers facing major repair requests often cave because they know the next buyer will ask for the same thing. You're not being difficult - you're being smart.

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## Rule #4: Look for Homes With Broad Appeal Features

### Think Like Your Future Buyer (Because You Might Need To)

Here's the uncomfortable truth: Even if you plan to stay forever, life happens. Job transfers, family changes, financial shifts - any number of things could force you to sell sooner than you'd like. You need to buy a home that the NEXT buyer will want.

#### The sellers are learning this lesson the hard way right now:

*"My garage conversion was so creative!"* (buyers see it as lost storage and parking)

*"This 2-bedroom, 1-bath is so cozy!"* (families need that second bathroom)

*"The unique floor plan makes it special!"* (translation: weird layout that confuses buyers)

# Your safe-bet floor plans

**2 bedrooms, 2 bathrooms** (perfect for young couples, empty nesters, investors)

**3 bedrooms, 2 bathrooms** (the holy grail - appeals to everyone)

## Avoid these resale challenges:

- Garage conversions (unless professionally done, blends seamlessly with the home, AND there's a storage shed or space to add one)
- Homes where you have to walk through one bedroom to reach another (privacy issues kill deals)

**The reality check:** In a slower market, quirky and unique become "hard to sell." Boring and predictable become "move-in ready." Choose boring - your future self will thank you.

## Ready to Start Your Smart Home Search?

If these 4 rules make sense to you, then you're exactly the type of buyer who can win in this market. While other buyers are sitting on the sidelines waiting for "perfect conditions," you understand that smart buyers don't wait for better markets - they use market conditions to their advantage.

## Here's what happens next:

- Set up those listing alerts for homes 30-45+ days on market
- Start researching selling histories on your favorite listings
- Focus your search on established neighborhoods with newer systems
- Remember: You're not just buying a home - you're making a strategic investment

**Want help putting these rules into action?** I work with buyers who appreciate honesty over sales pitches. If you're ready to stop browsing and start buying smart, let's talk.

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