MARKET MATTERS

WHAT TO KNOW, WHAT TO WATCH, AND WHAT IT MEANS FOR YOU.

Real Estate
Myth vs. Truth

MYTH

"The holiday season is a bad time to buy or sell a home."

Many people believe the real estate market slows to a standstill during the holidays, so it's better to wait until spring.

TRUTH

The right opportunity is about timing and preparation, not the calendar.

While there may be fewer listings, serious buyers are still active, and homes can stand out with less competition. With the right strategy and pricing, both buyers and sellers can find great opportunities during the holiday season.

★★★★★

"Jackie made the entire process as stress free as possible."

"I appreciate her responsiveness and overall friendly attitude, highly recommend!"

JEN PICKINGIN

ZILLOW REVIEW · 2026



Your Home
WINTER IS COMING

SIMPLE STEPS FOR A SAFE, COMFORTABLE SEASON

PROTECT YOUR PIPES
Disconnect hoses, drain outdoor faucets, and winterize irrigation systems.

CHECK YOUR HEATING SYSTEM
Replace filters and make sure your furnace is ready for colder days.

PREPARE FOR SNOW & ICE
Check gutters, clear walkways, and have snow removal supplies ready.

SEAL OUT THE COLD
Apply caulk around the frame, adhesive weather-stripping along the moving sashes, & cover glass w/ shrink-wrap insulation film kit.

SAFETY FIRST
Test smoke and carbon monoxide alarms and inspect fireplaces before heavy use.

Cold weather is easier to enjoy when your home is ready for it.

NCW Market Snapshot

OCTOBER 1 – OCTOBER 31, 2026

106	$561K	84
SOLD LISTINGS	AVERAGE SALES PRICE	AVERAGE DAYS ON MARKET
↓ 18	↑ $17.3K	↑ 11

WHAT THIS MEANS FOR YOU

With 106 sales, an average sales price of $561K, and homes averaging 84 days on market, November shows a balanced market with continued opportunity for both buyers and sellers.

FOR BUYERS
A steady market can give you more time to explore options, compare properties, and negotiate with confidence.

FOR SELLERS
Well-prepared homes are still attractive, serious buyers, and strategic pricing, and presentation make a big difference.

Every property and situation is different.
Want to know what these numbers mean for yours? Let's talk.