

SELLER *guide*

WINTER/SPRING EDITION
2025-2026

Blessed Life Realty Group

KELLER WILLIAMS REALTY, INC.

Meet the team

THE BLESSED LIFE GROUP



Lauren Cowan

LEAD BUYER &
SELLER AGENT

Nearly 10 years of guiding clients through buying, selling, and winning — with heart, hustle, and expertise.



Laura Ivy Blessing

FOUNDER & ASSOCIATE BROKER

20+ years in real estate—now coaching agents nationwide and teaching the selling systems that built our top-ranked team.



Dianne Lauzon

COO & TRANSACTION
COORDINATOR

13 years with Blessed Life — keeping every deal smooth, compliant, and stress-free for clients and agents alike.



Rebecca Kumar

REALTOR®

Raised her family in Cedar Park, built a business, and knows the schools—Rebecca connects people, places, and possibilities.



Chrystal Pardue

REALTOR®

Former teacher turned real estate guide—bilingual, patient, and passionate about helping families thrive.



Shea McBrearty

REALTOR®

A Dripping Springs native, Shea combines local insight, grit, and genuine care to guide clients with heart and hustle.



Are You Asking Yourself These Questions?

If you're debating whether to sell your home right now, you might be wondering if it's the right time. Here's what to consider:

Is It a Good Idea To Move Right Now?

Many Austin homeowners hesitate to sell because of higher mortgage rates. But your move might be more feasible than you think—thanks to the equity you've built. According to the National Association of Realtors (NAR), the typical homeowner has gained over \$140,000 in housing wealth in the past five years. That equity can help fund your next move.

Will I Be Able To Find a Home I Like?

Inventory in the Austin area has improved, giving buyers more options than in recent years. Realtor.com data shows that the number of homes for sale is up nearly 17% year-over-year, meaning you have a better chance of finding a home that fits your needs.

Are Buyers Still Buying?

Yes. Even with current rates, homes are still selling—roughly 11,000 homes per day nationwide. Buyers are active, and with the right strategy, your home can stand out in this market.

Should I Wait for Interest Rates to Drop?

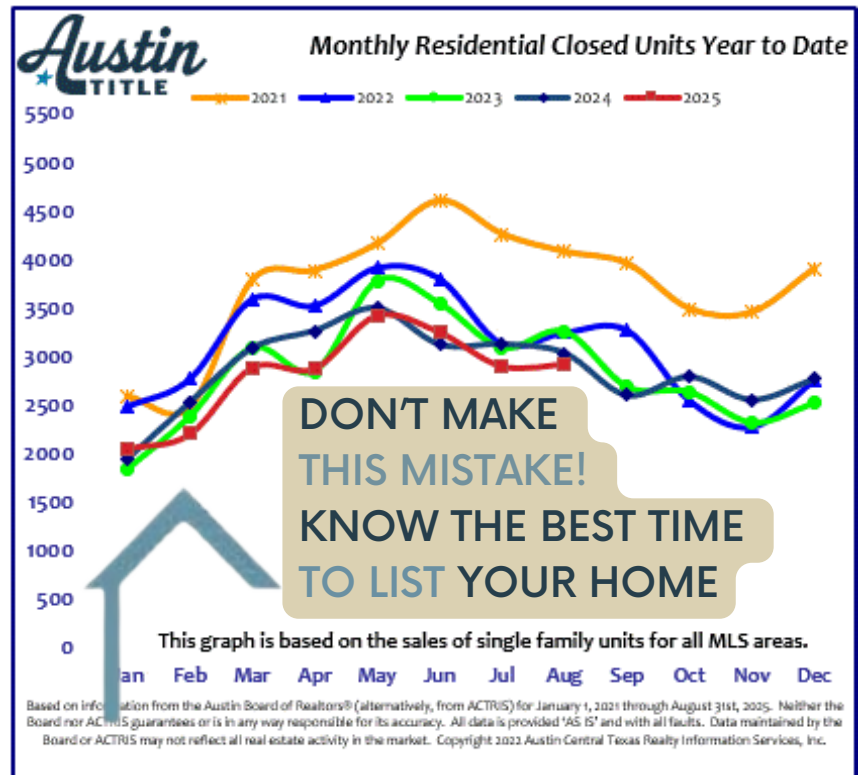
Here's the reality: if you wait for interest rates to drop, home prices will likely rise—which is GREAT news when you're selling, but challenging when you're buying your next home. You might end up paying more for your new home than you save from lower rates. The key is understanding YOUR specific situation. Will you come out ahead? Break even? Or lose money by waiting? This is why we should talk now—so we can run the numbers together and see if this move makes financial sense for you.

What Every Homeowner Needs To Know in Today's Shifting Market

The housing market is stabilizing, moving toward a more balanced environment. For sellers, that means opportunity— if you have the right strategy.

When Is the Best Time to List My Home?

Timing matters. Spring (March through May) is historically the strongest selling season in Austin. Yet, if you wait till March, you may miss the best time to list, which historically is February when there is less competition and relocating buyers that pay the most are already shopping to secure a home. Buyer activity peaks as families prepare to move before the new school year. Real estate is hyper local, let us help you time the market with data from your neighborhood.



Should I Engage an Agent Now or Wait Until I'm Ready?

Start early. The best listing outcomes begin with preparation—long before the "For Sale" sign goes up. An experienced agent can help you maximize your home's value through strategic improvements, staging guidance, and market timing. Waiting until the last minute often means leaving money on the table. A free, no-obligation consultation now can save you thousands later.

Bottom Line:

The best time to sell is when YOU'RE ready—and the best way to maximize your sale is with an experienced team by your side. Whether you're selling this spring or just exploring your options, a free consultation with Blessed Life Group can save you thousands and give you confidence in your next move. Let's connect and create a custom plan for YOUR home.

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Inventory's Up. Buyer Power Is Back.

Austin's housing inventory has grown, giving buyers more choices. Sellers should focus on making their homes stand out with competitive pricing and presentation.



The Right Price Matters More Than Ever

With more listings available, buyers are quick to skip overpriced homes. About 1 in 5 sellers are reducing their asking price. Pricing your home correctly from the start is key to selling quickly and for top dollar.

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Flexibility Wins Negotiations

Buyers are asking for more concessions—like repair credits or help with closing costs. Nearly 44% of sellers are offering concessions today. With Austin home prices still up significantly over the past five years, there's room to negotiate while still profiting.

Bottom Line:

This isn't a bad market—it's a different one. Sellers who adapt will succeed.





Housing Market Forecasts for the Rest of 2025 and into 2026

Will Home Prices Fall Even More?

Experts predict continued price growth, though at a slower pace. National forecasts show home prices rising 1-3% through the end of 2025.

Austin's strong job market and population growth continue to support steady demand.

Will Mortgage Rates Come Down?

Mortgage rates are expected to remain in the mid-6% range through 2025. While not as low as pandemic-era rates, they're stable—and waiting for a major drop could mean missing your ideal selling window.

The Takeaway:

The market is moderating, not melting down. Focus on your personal goals and work with a local expert who understands Austin's unique dynamics.

Don't Expect a Big Drop in Mortgage Rates

30-Year Fixed Mortgage Rate Projections

Quarter	Fannie Mae	MBA	Wells Fargo	Average of All 3
Q3 2025	6.70%	6.70%	6.65%	6.68%
Q4 2025	6.50%	6.60%	6.55%	6.55%
Q1 2026	6.40%	6.50%	6.50%	6.47%
Q2 2026	6.20%	6.50%	6.50%	6.40%

Why More Sellers Are Choosing To Move, Even with Today's Rates

Many homeowners are moving for non-financial reasons, like needing more space, downsizing, or relocating for family or work.

A recent survey shows 79% of sellers are moving out of necessity, not just financial motivation.

Top Reasons Austin Homeowners Are Moving:

- Need more or less space
- Want to be closer to family
- Job relocation or return-to-office
- Lifestyle changes (marriage, kids, retirement)

Bottom Line:

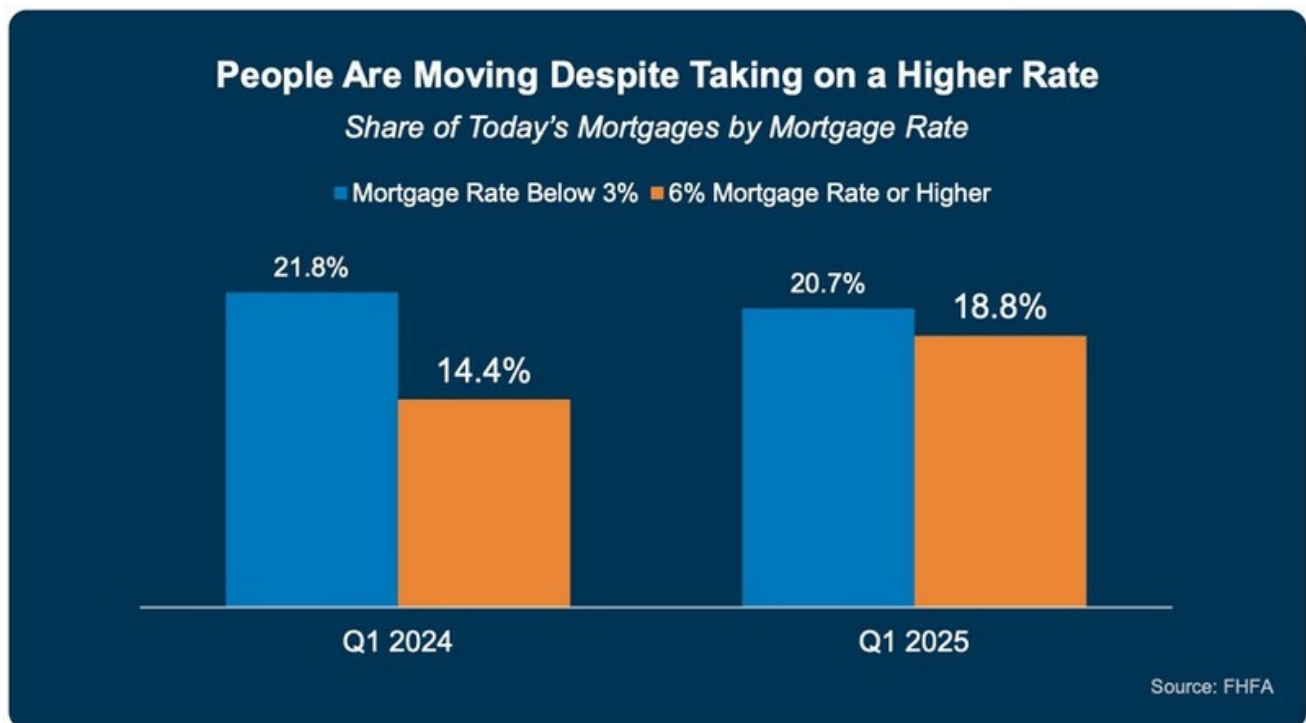
Even with higher rates, life doesn't wait. If your current home no longer fits your needs, it may be time to make a move.



How Home Equity May Help You Buy Your Next Home in Cash

Homeowners today have record levels of equity. According to Cotality, the average homeowner with a mortgage has over \$300,000 in equity.

In Austin, rising property values mean many sellers can use that equity to make a strong down payment—or even buy their next home outright.



Why It Matters:

Over two-thirds of U.S. homeowners have at least 50% equity. 26% of buyers are now purchasing homes with all cash.

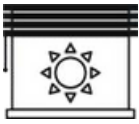
Bottom Line:

Your equity can be a powerful tool. Let's review your numbers and see how it can help you move confidently into your next home.

A Checklist for Selling Your House

As you get ready to sell your house, add these items to your to-do list. A real estate professional will also provide other helpful tips based on your specific situation.

Make It Inviting



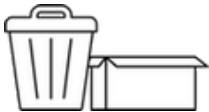
- ☐ Open blinds or curtains to let the light in



- ☐ Check lightbulbs and replace as needed



- ☐ Take down personal photos or items



- ☐ Declutter throughout



- ☐ Give every room a clear purpose

Show It's Cared For



- ☐ Clean your vents and baseboards



- ☐ Vacuum, mop, or sweep floors



- ☐ Fix anything that's broken



- ☐ Organize countertops, cabinets, and closets



- ☐ Touch up any scuffs on the walls

Boost Curb Appeal



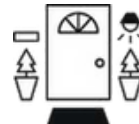
- ☐ Power wash outdoor surfaces



- ☐ Wash the windows (inside and out)



- ☐ Tidy up the landscaping



- ☐ Freshen up your entry



- ☐ Sweep patios, decks, and walkways

Why More Sellers Are Hiring Real Estate Agents Today

Selling on your own can be risky. The share of homeowners selling without an agent has dropped to an **all-time low**. Three out of four FSBO sellers say they're unsure if they made the right decision.

Why Agents Matter:

1. Pricing Expertise: Agents understand local market trends and buyer behavior.
2. Legal Knowledge: They handle complex contracts and disclosures.
3. Marketing Reach: Agents have access to professional networks and tools to attract more buyers.
4. Negotiation Skills: They act as your advocate through every step of the transaction.

Bottom Line:

Partnering with a professional ensures your home sells faster, for more money, and with less stress.

The Percent of Homeowners Selling Without an Agent Has Hit an All-Time Low



Source: NAR

HOME SELLER'S *Roadmap*



**“FASTEST LISTING AND
CLOSING EVER BEEN
INVOLVED IN AND FOR
MORE THAN ORIGINAL
ASKING PRICE.”**

GOOGLE REVIEW 2025

Key Reasons To Hire an Agent When You Sell



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 a proprietary 90-day marketing plan with our unique successful strategies.



Negotiation Experience

700+ successful transactions
We protect your interests.



LET'S GET
YOU READY
TO SELL!

**You don't have to
figure this out alone.**

Whether you're just
curious or ready to list,
we'll meet you where
you are.

**Schedule Your Non-Pressure
Zoom Consult today:**

**SCAN
ME!**



HERE'S
WHAT WE
OFFER:

- Free consultation & market analysis
- Personalized equity + pricing strategy
- Prep guidance with a professional stager once you engage our services.
- Timeline planning and market timing optimization that works for you!

PREFER TO
CALL OR
TEXT?

Reach out directly:

Laura Ivy Blessing
512-810-5660
Laura@BlessedLifeGroup.com

WHY HIRE *The Blessed Life Group?*

WHAT SETS US APART

At Blessed Life Realty Group, we don't just sell homes—**we deliver results with heart, strategy, and soul.**

- Top 1.5% of agents in the U.S. (RealTrends Verified)
- Consistently ranked in the Top 500 agents in the Austin Metro Market
- 600+ Reviews and Endorsements from past clients

OUR RESULTS SPEAK

With 700+ families served and a reputation for exceeding expectations, our systems are built to help you sell smarter, faster, and for more.

- **Our listings sell 31% faster** than the average agent in Austin
- **Our clients make \$15K - \$50K average over** market sales price, even in a shifting market.

INTERVIEW US NOW!

A list of interview questions and our answers are ready for you to review at: [Linktree.com/KWBlessing](https://linktree.com/KWBlessing)



client testimonials



"Laura Blessing is a Blessing, Indeed! She called when she said she was going to call. She showed up on time. She made us feel like we were her only clients. She was honest and listened to our needs. She followed through 100% even after the sale. Wha a refreshing experience!!! WE WILL NEVER USE ANOTHER REALTOR THAN LAURA BLESSING!"

I interviewed 3 agents and Laura's data driven analysis helped my home sell for \$50,000 more than the other agents. Don't waste your time. Interview her only and hire her team now!

Laura is amazing! She is knowledgeable, has an incredible team. Felt like I was her only client! After 44 years of living in the same home, it was time to make a move. I now needed a smaller space. Very scary, but Laura had a way of calming me. She understood what I needed and wanted. Her experience helped me navigate the process of buying a new home. She has a strong team working with her that also help guide me through this process. Everyone I spoke to were very polite, patient and always had an answer to my questions. Often communication was in conversations and written form. If I didn't understand something I could always call the Blessed Life Group and someone was always there to help me. We had constant communication, even when I went on vacation! She kept me informed of new houses entering the market. Always making me aware of my choices. Now I have my perfect, beautiful home closer to family! All thanks to Laura Ivy Blessing and her Blessed Life Group!