

SELLING IN A SHIFTING MARKET

Strategies for any market condition

1. KNOW YOUR MARKET



BUYER'S MARKET

- More inventory, price pressure
- Longer time on market
- Buyers have negotiating power



BALANCED MARKET

- Equilibrium
- Supply meets demand
- Stable pricing



SELLER'S MARKET

- Low inventory, multiple offers
- Quick sales
- Competitive bidding

Market Shift

2. COMPETITIVE PRICING STRATEGIES

- ✓ Price to current market conditions, not past sales
- ✓ Strategic underpricing to generate multiple offers in hot markets
- ✓ Premium positioning with value justification in slow markets
- ✓ Regular price reviews based on market feedback

3. MARKET-BASED MARKETING TACTICS



SLOW MARKET

- Digital-first strategy
- Virtual tours
- Extended exposure
- Incentives (e.g., covering closing costs)

HOT MARKET

- Scarcity messaging
- Limited showing windows
- Offer deadlines
- Pre-marketing excitement



4. BUYER PSYCHOLOGY INSIGHTS



Emotional triggers that drive purchase decisions



Fear of missing out (FOMO) vs fear of overpaying

The power of first impressions and staging



5. TIMING YOUR SALE PERFECTLY



JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Spring & Fall market peaks

Holiday slowdowns to avoid

Local Burlington/GTA market cycles

NAVIGATE ANY MARKET WITH CONFIDENCE



289-714-3878



13-1505 Guelph Line, Burlington, Ontario

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