

# THIS WINTER'S FOR SELLERS

## 4 REASONS WHY



# 1

### BUYER DEMAND'S STILL HIGH.

Thanks to record-low rates, homebuyers keep flooding the market. This can mean more bidding wars over the listings available. *In fact, time on the market right now is about 13 days faster than it was a year ago, according to Realtor.com numbers.*

# 2

### SELLER COMPETITION'S COOLING.

Housing inventory **sits at record lows, far below** the six-month supply that sustains a stable market. In most parts of the U.S., there aren't enough houses for sale for buyers to choose from, and sellers have an advantage.



# 3

### THE TIME WILL NEVER BE THIS RIGHT.

CoreLogic reports show that the average homeowner has gained an **astonishing \$17,000 in equity**. Considering a move into the next price range? *You're likely to have the funds to trade up and move to a larger or better-located place.*

# 4

### IT'S TIME TO START YOUR NEXT CHAPTER.

The reason you want to sell can tell you if it's worth the wait. Odds are, it's time for you and your family to move, not just to your dream home, but into the next stage of your life.

## YOUR TIME IS A VALUABLE THING TO WASTE

With how rapidly this winter's housing market is moving, it's critical that you prequalify for a mortgage before listing. Using [LoanFly.com](https://www.loanfly.com), it only takes a few minutes, and it'll prepare you to act quickly once you're ready to purchase your new house.



*For educational purposes only. Please contact a qualified professional for specific guidance. Sources deemed reliable but not guaranteed. Sources: "December 2020 Monthly Housing Market Trends Report." Realtor.com, 2021; "Homeowner Equity Insights." CoreLogic, 2020.*