

# August Newsletter

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As backpacks come out and school schedules settle in, the real estate market often shifts as well. Back-to-school season has a noticeable impact on both buyers and sellers—and understanding these changes can help you make smarter real estate decisions.

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## Why the Market Changes This Time of Year

Once school is back in session:

- Many families pause their home search to focus on routines
- Buyer competition often cools compared to the busy summer months
- Serious buyers who remain are typically more motivated and prepared

This creates a slightly different—but often more strategic—market environment.



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## What This Means for Sellers

If you're thinking about selling:

- Homes often face **less competition** than in peak summer
- Buyers touring now are usually decisive
- Well-priced, well-presented homes can still sell quickly

This season rewards sellers who price accurately and prepare their homes properly.

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## What Buyers Should Know



For buyers, back-to-school season can be an opportunity:

- Fewer bidding wars in many areas
- More flexibility with showings and negotiations
- Sellers may be more open to favorable terms

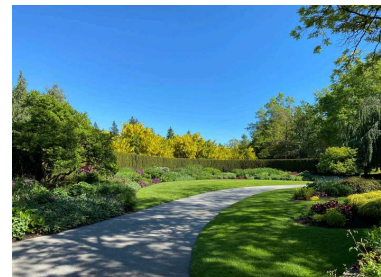
It can be a great time to move before the end-of-year rush.

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## Local Market Insight Matters

While national trends tell part of the story, school calendars, neighborhood demand, and local inventory make a big difference. Some areas remain very active—especially those close to schools, parks, and commuter routes.



## Planning Ahead?

Whether you're considering a move this fall, next year, or just staying informed, understanding seasonal market shifts puts you ahead.

I'm always happy to help with:

- A local market update
- Timing advice based on your goals
- A personalized home value review

📞 Reach out anytime—no pressure, just honest guidance.

Until next month,  
**Kevin Kopke**

Check out my website at  
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