

September Newsletter



Many homeowners assume spring and summer are the only good times to sell—but fall offers some *unique advantages* that often get overlooked. In fact, for the right seller, autumn can be an excellent time to make a move.

Less Competition, More Serious Buyers

As summer ends:

- Fewer homes hit the market
- Casual lookers drop off
- Buyers who remain are often highly motivated

With less inventory to choose from, well-priced homes can stand out even more.



Homes Show Better in the Fall

Fall creates natural appeal buyers love:

- Cooler temperatures make showings more comfortable
- Warm colors, seasonal décor, and cozy lighting create an inviting feel
- Landscaping is easier to maintain compared to peak summer heat

First impressions still matter—and fall delivers them beautifully.



Buyers Want to Act Before the Holidays



Many buyers want to:

- Settle in before the holidays
- Lock in housing decisions before year-end
- Take advantage of current market conditions

This urgency can work in a seller's favor.



Pricing Can Be Strategic

With fewer listings on the market, sellers often benefit from:

- Reduced price competition
- Stronger negotiation positions
- Serious offers rather than “testing the market”

Fall rewards sellers who price accurately and prepare their homes well.



Thinking About Selling This Fall?

If selling has crossed your mind, fall might be the opportunity you didn't realize you had. I'm happy to help with:

- A personalized market snapshot
- Pricing strategy for today's conditions
- Tips to maximize your home's fall appeal

📞 Reach out anytime for a no-pressure conversation.

Until next month,
Kevin Kopke

Check out my website at
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