



## Ask The Mortgage Consultant ...

### **“I keep hearing that the ‘real estate market is changing’—what’s that mean?”**

*Carol Schultz Junge | NMLS #763367*

Like the financial markets (stocks, bonds, mutual funds, etc.), as well as automobile markets, labor, lumber, gasoline, and other commodities, real estate markets fluctuate. Sometimes conditions favor sellers; other times, buyers have the “upper hand” in negotiations.

While things can vary by region—and even within micro-markets—it’s a historical fact that real estate markets move in cycles, often swinging to benefit one group or another. This is commonly referred to as either a **“buyer’s market”** or a **“seller’s market.”**

For brief periods, markets can reach a balance—when buyer demand is roughly equal to seller supply. The law of supply and demand is never more evident than in real estate.

Often, market changes become a bit of a “self-fulfilling prophecy.” When enough people start saying, “the market is changing,” behaviors begin to follow. Buyers may stop looking, and sellers may hold off on listing their homes—not necessarily based on facts, but on popular sentiment. It’s a classic example of herd mentality. Like it or not, human nature tends to follow the crowd.

Here’s the reality: the real estate market in your area is bigger than you. You can’t control it—you can only adapt to it and take advantage of the opportunities it presents. Remember, every seller is also a buyer somewhere else, and every buyer helps move the market forward.

Whether you’re buying or selling in a shifting market, it’s critical to work with a qualified Realtor—someone who listens, offers practical, “real-world” solutions, and truly puts your needs first. Most importantly, choose an agent who understands you and that you will work well with.

And regardless of the market, a smart buyer gets **pre-approved** (not just “pre-qualified”!) with a competent loan consultant *before* starting the home search. Look for an experienced professional who will tell you what you need to know—not just what you want to hear—who can help address credit concerns if needed, keep costs in check, and communicate with you consistently throughout the process.

**If you're thinking about buying or selling, don't sit on the sidelines waiting for the "perfect" market—it doesn't exist. The right time is when you're prepared and properly guided. Let's connect today for a straightforward, no-pressure conversation. I'll help you understand where you stand, what the market means for *you*, and how to move forward with confidence.**