Global Headlines Inform

Local Market Conditions Decide

Real estate news often focuses on national or global trends — prices rising, markets slowing, demand returning. All of this is helpful and can keep us informed. But remember, that real outcomes are shaped by local conditions, not headlines. Smart real estate decisions are made based on what is happening where the property is — not just what the news says overall.



We've put together a checklist to help you navigate the headlines while focusing in on your local area to make the soundest decisions possible.

- ❑ What have similar properties sold for recently in this neighborhood?
- ❑ Ask your CIPS agent for neighborhood-level statistics
- ❑ Check the area's employment and population trends
- ❑ Identify the property types and price ranges
- ❑ How long are similar homes taking to sell right now?
- ❑ Is supply increasing or decreasing in your price range?
- ❑ Are sellers negotiating on price, terms, or timing?
- ❑ How sensitive are buyers locally to monthly payments versus price?
- ❑ Does this local area behave differently from city-wide averages?
- ❑ What local factors could impact value over the next few years?

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The Center for REALTOR® Development (CRD) confers the Certified International Property Specialist (CIPS) designation, which is an official credential of the National Association of REALTORS® (NAR).