



Hello — I hope you're doing well!

It was a pleasure to work with you on your last real estate transaction. As your realtor, I believe it's important to share relevant information on the market so you can make the most out of your investment. After all, your home is likely your greatest investment!

So, do you mind if I let you in on a little real-estate secret?

Well, it's not really a secret per se. But I'm finding a lot of people who want to sell their homes are unaware of what I'm about to tell you.

I'm talking about why right now is the *perfect* time to sell your house.

Yes, I know things are still a little scary out there because of the pandemic. But I've got 5 solid reasons why right now is the best time to sell. Today, though, I'll just focus on Reason #1:

You can make a lot more money if you sell now than you could have before the pandemic.

Why? Because inventory (listed properties) is low. And I mean *record-breaking low*. Realtor.com's housing data reveals that national inventory declined by a whopping 39.6% in December 2020 compared to the year before.

In other words, fewer people are selling their homes, meaning there are fewer properties for potential buyers to purchase. You don't have to be an economist to know what that means! It means the people who *are* selling are able to ask for much higher prices than they could have otherwise.

It also means you have less competition from your neighbors who would normally be selling. That's less pressure on you to compromise your asking price or give up more leeway in a contract than you feel comfortable with. We're in a seller's market, and that means you're in the driver's seat.

And that's just Reason #1! In my next email, I'm going deep into Reason #2 for

why it's a good idea to sell now... look for that e-mail soon!



What to Expect for San Diego's Housing Market in 2021

What real estate trends will we see in the rest of 2021? There's no guarantee, of course, since anything can happen (as 2020 so kindly taught us). But real estate experts are seeing some good signs. Find out what they are and how to make the most of this market!

[Read the Article Here](#)

P.S. If you have any questions about that "secret" I shared with you above, feel free to respond to this email and ask away! Whether you end up selling this year or not, I'm here to support you.





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