

Get Ready for a **Sizzling 2024 Selling Season!**

The second half of 2024 is projected to be an incredibly strong selling season. Real estate agents who want to take advantage of this opportunity need to prepare their business — and their prospects and customers — now by concentrating on building up their listings.



Why Will the Market Be So Strong?

- **Mortgage rates to drop** and stabilize to the low-6% range.
- A rate drop will be welcomed by **buyers as well as sellers** who have been reluctant to abandon their current low rates.
- **New home starts** are recovering and increasing to pre-pandemic rates.

Who's Eager to Buy?

Renters - There are nearly 3 million households making \$150,000 a year who currently rent.

Millennials - With 35 being the average age of first-time buyers, this group is poised to be the biggest generation of potential homebuyers.

Current homeowners - Many have wanted to downsize or move for other reasons but were waiting for rates to stabilize.

For the best advantage — sign up to work with a coach at buffiniandcompany.com/bc

Buffini & Company coached members make on average \$460,389, more than 10 times the national average.

To learn more about how a coach can help you take full advantage of the extraordinary year to come, schedule a free Business Consultation.

What Do Real Estate Agents Need to Do Right Now?

It's all about listings! Everything you should do, as an agent, is to drive more listings.

- ✓ **Get in Front of Your Clients**
Summer and fall are perfect times to stop by a lead or client's home with a small, fun, seasonal gift.
- ✓ **Showcase Your Expertise**
Let your clients know you are the real estate expert in your local area! Remind them what happens on a national level doesn't necessarily translate to their community. Share [Brian Buffini's Bold Predictions 2024 Outlook](#) with them as well as other periodic updates.

