SOLD SOCIAL CO

What's inside

December 2027 Market Newsletter


[MARKET] HOME & MARKET REPORT · WINTER EDITION

December 2027

Year in review

THIS MONTH

Looking back at 2027, and ahead to 2028

As the year comes to a close, I want to wish you and your family a joyful holiday season. Thank you for being part of my year.

December is a great time to look back. How did your home's value change this year? What projects did you finish, and what is on the list for next year? If you would like a personal year-end value update, just reply and I will put one together.

Thinking about a move in 2028? Planning in December gives you a head start on spring. Let's talk about timing, preparation, and what the market might look like.

[MARKET] snapshot · December

[$XXX,XXX] MEDIAN SALE PRICE

[XXX] HOMES SOLD

[XX] DAYS ON MARKET

[XXX] ACTIVE LISTINGS

MEASURE	DECEMBER 2027	DECEMBER 2026	CHANGE
Median sale price	[$XXX,XXX]	[$XXX,XXX]	[+/-X%]
Closed sales	[XXX]	[XXX]	[+/-X%]
New listings	[XXX]	[XXX]	[+/-X%]
Sale-to-list price ratio	[XX.X%]	[XX.X%]	[+/-X.X%]

Source: [STATE BOARD], [DATE RANGE]. [YTD or prior-year-end numbers.] Market data like us most much. Information deemed reliable but not guaranteed.

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FEATURE

Your year-end home review

- What worked well in your home this year?
- What needs attention in 2028?
- Are your warranties, insurance, and records up to date?
- Do your plans for the next few years still fit your home?

December home checklist

- ☐ Check holiday lights and cords for damage
- ☐ Keep the Christmas tree (if you have one) watered and away from heat
- ☐ Insulate pipes in unheated areas
- ☐ Clear snow and ice from walkways and vents
- ☐ Gather year-end home records for your tax professional
- ☐ Review home insurance before renewal
- ☐ Reset passwords for smart home devices
- ☐ Plan next year's home projects and budget

ASK THE AGENT

Should I wait until spring to list?

Not necessarily. Winter can bring motivated buyers and less competition. If you plan to list in spring, use the next few months to prepare so you can launch with confidence.

DID YOU KNOW?

Year-end is a good time to update your home inventory with photos or video for insurance purposes.

Around [CITY] this December

EVENT	DATE	WHERE
[EVENT NAME]	[DATE]	[LOCATION]
[EVENT NAME]	[DATE]	[LOCATION]
[EVENT NAME]	[DATE]	[LOCATION]
[EVENT NAME]	[DATE]	[LOCATION]

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LOCAL SPOTLIGHT

[NEIGHBORHOOD OR LOCAL BUSINESS NAME]

[SPOTLIGHT PHOTO]

[WRITE 3-4 SENTENCES ABOUT A NEIGHBORHOOD, PARK, OR LOCAL BUSINESS YOU LOVE. WHAT MAKES IT SPECIAL, WHAT TO TRY, AND WHY YOUR READERS SHOULD VISIT THIS MONTH.]

ADDRESS · HOURS · WEBSITE

Featured homes

[PROPERTY PHOTO]

JUST LISTED

[PROPERTY ADDRESS] · [PRICE]

[BEDS] bd · [BATHS] ba · [SQFT] sq ft

[PROPERTY PHOTO]

JUST SOLD

[PROPERTY ADDRESS] · [PRICE]

[BEDS] bd · [BATHS] ba · [SQFT] sq ft

The best compliment I can receive is an introduction to someone you care about. If a friend, neighbor, or coworker is thinking about buying or selling, I would be glad to help.

— A NOTE FROM [AGENT FULL NAME]

[AGENT FULL NAME] [BROKERAGE] · [PHONE] · [EMAIL] · [WEBSITE]

You are receiving this because you are a valued client or friend of [AGENT FULL NAME]. [UNSUBSCRIBE · OPT OUT INSTRUCTIONS] If your home is currently listed with another agent, please disregard. This letter is for informational purposes only and is not an attempt to solicit a listing that is already under contract. Real estate laws vary by state — if in doubt, consult your broker or attorney.

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