

Dominate Q1 + Beyond

SPRING MARKET PREP CHECKLIST

With inventory estimated to increase by 13% in 2026 and rates stabilizing around 6%, agents who prep now will dominate the market.

STEP 1

Mine your shadow inventory

Pull MLS data (past 18 months):
Withdrawn, expired, and cancelled listings in your target areas

Focus on high-potential sellers:

-  Homes pulled May-September 2024 (high rate period = likely postponed)
-  Properties withdrawn after <30 days on market (cold feet, not pricing)
-  Listings removed within 10% of comps (timing issue, not value) or pulled right before the holidays (waiting for fresh start)

Re-engagement message:

“ I noticed you had your home on market last summer. With inventory increasing and rates getting closer to 6%, the window may be narrowing. Homes in your neighborhood are moving faster than six months ago. Make sense to discuss what the market looks like for you now?

STEP 2

Prioritize Your Database Segments

High-priority contacts to focus on first:

-  **Life Event Indicators**
Job changes, family expansion, downsizing mentions in past 12 months
-  **Equity-Rich Homeowners**
Purchased 5-7 years ago in starter homes (likely feeling squeezed)
-  **Engaged Renters From 2024-25**
Attended opens, requested showings, but didn't transact
-  **Recent Buyers (2-5 years ago)**
Bought at peak rates, may want to course-correct

Your Action:

Create segment-specific outreach sequences. No generic "thinking of buying or selling?" blasts. Use AI to help get you started. Consider calling or texting. Try recording a video!



STEP 3

Convert Fence-Sitters

Use messaging that resonates with your clients. Partner with a trusted loan officer to capitalize on the financial aspects of the convo.

For buyers waiting for lower rates...

“ It's never a bad time to purchase a home. Stop waiting for rates to drop-start benefiting from stabilization. You can refinance later, but you can't recapture lost equity or the perfect home that sold while you waited. Best inventory goes first, not last.

Can I afford this?

Ask your loan officer, Elizabeth

For sellers worried about where they'll go...

“ With inventory projected to increase by 13%, your options expand significantly. We can structure flexible timing-delayed closings, rent-backs, or contingent offers. Being an active buyer with a pending sale puts you in a stronger position than most.

Have a question?

Ask your agent, James

For "wait and see" contacts...

“ Waiting feels safe but it's risky. Sellers who list in the next 60 days capture pent-up demand before saturation. Buyers who search now see homes before bidding wars return. Early movers win in both directions.

Get pre-qualified

Ask your loan officer, Elizabeth

STEP 4

Introduce Home Search

Give contacts a reason to reconnect that adds genuine value without being pushy.

1

Your intro message:

“ I wanted to share a tool that helps you track the market in real time as we head into spring. Homebot Home Search lets you monitor specific zip codes, see how your current equity stacks up, and explore what's in your price range as the market shifts.

2

Set them up with:

-  Zip codes of interest
-  Current equity position
-  Ideal price point based on purchasing power

3

Let engagement data guide your follow up:

Homebot tracks usage across Home Search and monthly digests, then notifies you when someone's ready for a serious conversation. No more guessing when to reach out-their behavior tells you everything.

4

Follow up message:

“ I noticed you've been exploring homes in [area] pretty actively-have you seen anything that caught your attention? I'd love to check in and see where you're at.

