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**and so much more!**

# How the Real Estate Industry is Affected by the Seasons

written by **TAWANNA VEROCK**

The real estate industry is a dynamic field influenced by various factors, including economic conditions, consumer behavior, and, notably, the seasons. As the seasons change, so do the trends in buying, selling, and renting properties. Understanding these seasonal shifts can be crucial for real estate agents looking to optimize their strategies and better serve their clients. This article explores the seasonal impacts on the real estate industry, offering insights into how agents can adjust their approaches throughout the year.

## Summer: The Peak Selling Season

**The Family Move:** Summer is traditionally one of the busiest seasons for real estate transactions. Families prefer to move during the summer months to avoid disrupting their children's school year. Agents should capitalize on this trend by targeting family-friendly neighborhoods and properties with good school districts.

**Outdoor Showings:** The warm weather allows for outdoor showings, making it easier to showcase properties. Agents can host open houses and community events, fostering a connection with potential buyers.

**Virtual Tours and Online Marketing:** With the rise of technology, many buyers begin their property searches online. Agents should ensure their listings are optimized for search engines, featuring high-quality photos and virtual tours. This allows potential buyers to view properties conveniently, increasing the likelihood of in-person visits.

## Fall: A Shift in Focus

**The Autumn Market Slowdown:** As summer ends, the real estate market often experiences a slowdown. Many buyers who planned to purchase a home before the school year may have already done so. However, fall presents its own unique opportunities for savvy real estate agents.

**Targeting Motivated Sellers:** With fewer buyers in the market, agents can focus on motivated sellers looking to unload their properties before winter. They can emphasize the benefits of selling in the fall, such as less competition and the potential for serious buyers.

**Seasonal Staging:** Fall is a great time for staging homes with warm, inviting decorations. Utilizing



autumn colors, pumpkins, and cozy textiles can create an atmosphere that appeals to potential buyers.

**Winter: A Time for Reflection and Preparation**

**The Slowest Season:** Winter is typically the slowest season in the real estate market. Weather conditions and holiday distractions can deter buyers from house hunting. However, this season can also provide valuable opportunities for agents willing to adapt.

**Niche Marketing Strategies:** During winter, agents can target niche markets, such as investors looking for rental properties. Focused marketing efforts on investment properties can pay off, as savvy investors often seek bargains during the slower months.

## Spring: The Season of Opportunity

**Increased Buyer Activity:** Spring is often considered the unofficial start of the real estate season. As temperatures rise and flowers bloom, potential buyers are more inclined to venture out and explore properties. According to the National Association of Realtors (NAR), home sales typically see a significant uptick in March and April.

Real estate agents should leverage this seasonal enthusiasm by ensuring that listings are appealing and accessible. This might involve staging homes with fresh flowers and bright colors to create an inviting atmosphere.

**Marketing Strategies:** During spring, it's essential for agents to ramp up marketing efforts. Utilizing social media platforms and local advertising can help attract potential buyers. Seasonal-themed campaigns, highlighting the benefits of moving in spring, can create a sense of urgency.

## Year-Round Strategies for Real Estate Agents

**Understanding Local Market Trends:** While seasonal trends can provide a general framework, local market conditions vary significantly. Agents should stay informed about local trends, using tools like the Multiple Listing Service (MLS) to analyze data specific to their market.

**Building Strong Relationships:** Building strong relationships with clients can lead to referrals and repeat business year-round. Agents should focus on nurturing these relationships through regular communication, newsletters, and personalized follow-ups.

**Leveraging Technology:** In today's digital age, technology plays a crucial role in real estate. Agents should embrace tools like customer relationship management (CRM) software, social media marketing, and virtual tour platforms to enhance their services.

**The Importance of Adaptability:** The real estate market is ever-changing, influenced by various factors beyond just the seasons. Economic conditions, interest rates, and local developments can all impact the market. Therefore, agents must remain adaptable, continuously assessing and adjusting their strategies.

**SEASONS: CONTINUES ON PAGE 11**

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Founded in 1995, RealtyLine is a trade publication for real estate professionals. As a non-subscription publication, it is distributed by the US Postal Service to over 19k+ members of the Austin Board of REALTORS® (ABoR), over 1,800+ members of the Williamson County Association of REALTORS® (WCREALTORS) and the Home Builders Association of Greater Austin, as well as those involved in the real estate industry.

It is our pleasure to be a member of ABoR, WCREALTORS, HBA, and have been designated as an honorary member of the WCR Austin Chapter. We are equally proud to be a Major Investor in TREPAC (2019, 2020).

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Passport to Paradise at Santa Rita Ranch: **Ava Joiner** of Compass, **Kaylie Olechoski** and **Christine Moline**, both of JB Goodwin REALTORS



# Fall Into Success: Now is the Time to Get Involved

**KENT REDDING**  
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Volunteering and community involvement are crucial to the longevity of anyone's real estate career. By engaging with your association and MLS, you can build stronger relationships within your communities, enhance your visibility and reputation, and foster trust and credibility—all critical components of success in our industry.

Fall is a great time to get connected to the industry, and ABoR and Unlock MLS have a full slate of events, education, and more to get you involved:

## ABoR Volunteer Call | Sept. 1-30

There is no better time to explore opportunities at ABoR and Unlock MLS than during our Volunteer Call in September! This month-long drive invites industry professionals to explore ways to volunteer their time and skills to support various initiatives within ABoR and Unlock MLS. Volunteers can choose from numerous activities that align with their interests and expertise, ranging from community outreach programs to event organization and educational support.

Plus, we'll host a Member Open House as part of our Sept. 12 Market Shift Conversations event. At this event, you can meet members from all our committees, learn about their work, and see how they align with your goals. I hope to see you there!

## 2025 ABoR & Unlock MLS Boards of Directors Election | Sept. 16-19

Have a say in who represents you by casting your vote in the member-wide 2025 Boards of Directors election starting Monday, Sept. 16, at 8 a.m. through 12 p.m. Wednesday, Sept. 19. This is your opportunity to vote for candidates who will represent your interests and shape the policies and initiatives of the coming year, so please take

some time to learn more about the voting process and our ten candidates at ABoR.com/Election. You can also tune in to the ABoR Facebook page starting Monday, Aug. 26, to get to know our candidates better.

Voting is open to all Primary and Secondary REALTOR® members in good standing, and results will be announced by the end of the day Friday, Sept. 20.

## North American Global Congress | Oct. 1-3

This three-day event is a powerful opportunity to network with industry leaders, make international connections, and get educated on diverse real estate topics. For those involved in or interested in international real estate, this congress is a must-attend. You will gain insights into global market conditions, strategies for navigating cross-border transactions, and information on investment opportunities in various regions. Networking with international professionals can open doors to new markets, partnerships, and business ventures—you won't want to miss it!

Plus, registering for this event automatically registers you for our Central Texas Housing Summit on Oct. 2!

## Central Texas Housing Summit | Oct. 2

Understanding the local market's nuances is essential for making informed decisions, whether buying, selling, or

investing in property. The Central Texas Housing Summit provides valuable insights into factors driving the market, including economic conditions, population growth, and policy changes. Gain a clearer picture of where the market is headed and how to position yourself for success from ABoR & Unlock MLS Housing Economist Dr. Clare Knapp and our panel of experts.

## Free Accredited Buyer's Representative (ABR®) Designation | August & October

Was earning a designation one of your goals for 2024? The ABR® designation demonstrates an agent's unparalleled expertise and commitment to serving homebuyers, and ABoR is proud to offer this important education to ABoR members for free through the end of this year. We have two ABR® designation courses left this year—one right around the corner on Aug. 28 and the final opportunity on Oct. 2! So, get signed up and add the ABR® designation to your real estate repertoire at ABoR.com/Take-A-Class. Course #44908 | Provider #127 Austin Board of REALTORS® | 16 CE Hours

## Seize the Season

Now is the time to get involved. Don't miss out on these opportunities to connect, learn, strengthen your value proposition, and contribute to the industry's future. Remember, we are stronger when we work together to support our industry and our clients.



Passport to Paradise at Santa Rita Ranch: Developer Ed Horne, second from right, of Santa Rita Ranch



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# Unlocking Autumn's Potential: How You Can Thrive in a Changing Market

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As autumn arrives in Central Texas, with cooler temperatures and the holidays on the horizon, both buyers and sellers in our region have unique opportunities and challenges to consider. Texas often sees a shift from the bustling summer market to a more tempered pace. With this change, buyers may find less competition and more negotiable terms, while sellers can benefit from a dedicated pool of motivated buyers looking to finalize deals before the end of the year. While activity might slow down slightly, this period can be incredibly advantageous for those who are prepared. It's essential to stay informed about market trends and adjust your strategies accordingly.

It is not unusual for fall to bring a mix of inventory changes. After a surge of summer listings, there may be a modest increase in available properties as sellers who held off during the summer season decide to list their homes. However, as the year progresses and holiday schedules start filling up, the volume of new listings may taper off. Buyers should be prepared to act quickly on desirable properties, while sellers should ensure their homes are competitively priced to stand out in the market. Keeping a close eye on these trends allows you to better guide your clients in making informed decisions and taking advantage of available opportunities.

Interest rates remain a critical factor in the real estate market, as rates can significantly influence buyer decisions. It is important to stay up to date with current rates and any anticipated changes. By providing your clients with accurate information and expert advice, you can help them secure favorable financing and make timely decisions.

At the Williamson County Association of REALTORS®, we are committed to supporting both our members and the community throughout the real estate process. This fall, we are here to provide

our valued members with insights into market trends to help you guide your clients in navigating the complexities of buying or selling a home in Central Texas. We also offer access to the latest tools and resources, including statistics, educational workshops, and networking opportunities to keep you on top of current market developments. Additionally, we are dedicated to offering personalized support tailored to our members' unique needs.

To stand out this fall, consider implementing strategies such as staying informed about the latest market trends, including inventory levels and interest rates, to provide the most accurate and relevant advice to your clients. Focus on client communication by regularly giving updates on market conditions, potential opportunities, and any changes that might impact their real estate transactions. Clear and timely communication builds trust and en-

sures they feel well-supported. Personalize your approach by tailoring your services to meet the specific needs and preferences of your clients, understanding their goals, and offering customized solutions to distinguish yourself as a dedicated and effective REALTOR®. Additionally, utilize technology by leveraging the latest tools and innovations, such as virtual tours and digital marketing strategies, to enhance your services, improve efficiency, and engage clients more effectively.

Fall in Central Texas is a season of opportunity and transformation in the real estate market. By staying informed, personalizing your approach, and utilizing the resources available through WCREALTORS, you can excel as a REALTOR® and deliver outstanding results for your clients. Here's to a successful and productive fall season!



REALTOR Service Day: 2024  
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RRC Texas REALTORS Update and  
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RRC Texas REALTORS Update and TREPAC Auction: Rise Johns of Keller Williams Realty, Laurel Brown of Freedom 512 Realty and Tari Pilgreen of Pilgreen Properties



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Mark Your Calendars for an Unmissable Opportunity!

TANYA CHAPPELL  
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I am thrilled to extend an invitation to our highly anticipated Buyer and Seller Challenges Panel, an event designed to delve deep into the complexities of the evolving real estate landscape. This engaging gathering will take place at the Austin Board of REALTORS® main headquarters on Wednesday, Sept. 11, at 11:30 a.m.

This event represents a unique opportunity for real estate professionals to gain invaluable insights from leading industry experts. These seasoned professionals will share their tried-and-true strategies for navigating the myriad challenges the market faces.

In today's fast-paced real estate landscape, characterized by rapid developments and fluctuating market dynamics, it is crucial for professionals to stay informed and adaptable.

During this event, attendees will receive actionable advice tailored to enhance business practices, improve efficiency, and strengthen cli-

ent relationships. The insights shared will not only address the current challenges but also equip participants with strategies to navigate the future of real estate successfully.

This is not just an event; it's a unique opportunity to engage with peers and industry leaders, share experiences, and learn from seasoned professionals who have successfully adapted to the ever-changing real estate environment.

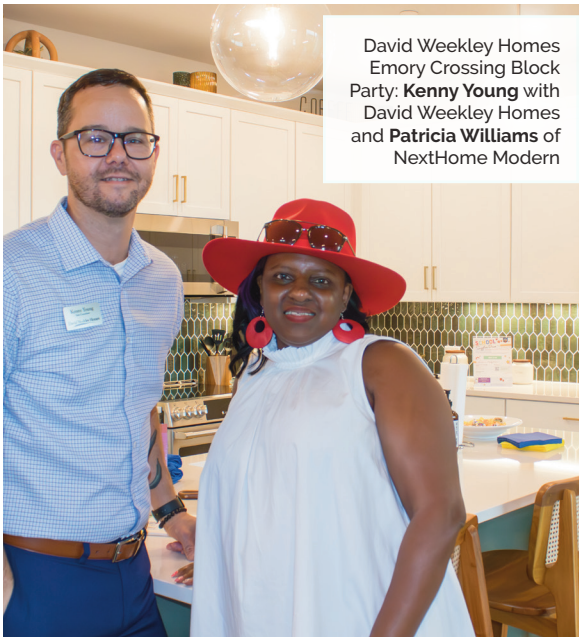
We encourage you to mark your calendars and seize this exceptional opportunity that lies ahead. In the dynamic

realm of real estate, where challenges and changes are constant, staying informed and connected is essential for success. By following our social media channels at @womenscouncilofrealtorsaustin, you'll gain access to timely updates, valuable insights, and information about future events that can empower your journey in this competitive industry.

Together, let's thrive in the ever-evolving world of real estate!



NAHREP Networking Breakfast: Karen Velazquez of eXp Realty and Ivan Garcia of SouthStar Bank



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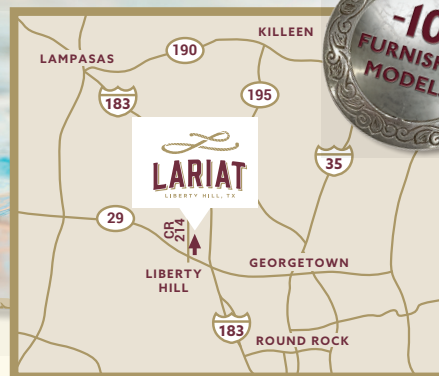
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- Future Dog Park





# Texas REALTORS® Shaping Texas Conference is August 25

**SONIA GUARDADO**  
2024 TEXAS PRESIDENT

REALTOR®  
Magnolia Realty



For those attending the Shaping Texas Conference, the Texas RRC is pleased to offer the “Working with Special Needs Clients” course on Aug. 26, presented by national speaker John Young from the Washington, D.C., area. His session offers a thought-provoking look at an underserved segment of our population, and you’ll walk away with a new outlook. We hope you will join us for this eye-opening course if you are in Grapevine.

Working with special needs clients in real estate requires more than just industry knowledge—it demands empathy, patience, and a genuine commitment to understanding their unique challenges. Whether you’re assisting individuals with physical disabilities, cognitive impairments, or other special needs, your role as a real estate agent becomes both a professional and personal responsibility. Success in this area is measured not only by finding the right home but also by ensuring the process is accessible, respectful, and empowering for your clients. Each client will have a different set of requirements based on their specific circumstances. As an agent, it’s essential to approach every interaction with a mindset of openness and adaptability.

For clients with physical disabilities, this might mean focusing on homes with accessible features like ramps, wide doorways, or single-story layouts. For those with sensory impairments, such as visual or hearing disabilities, specific lighting or communication accommodations may be necessary. For clients with cognitive challenges, simplicity in design and proximity to support services may be key factors in their decision-making process. The first step is to recognize these diverse needs; the next is to educate yourself on how to meet them meaningfully. The experience you create for your special needs clients should be welcoming and inclusive from the first interaction. Accessibility in real estate isn’t just about the homes you show—it’s about how you show them and communicate throughout the process.

Ask the Right Questions: Ask your clients about their specific needs. What accommodations are essential for their daily lives? Do

they require features like wheelchair accessibility, voice-activated technology, or sensory-friendly environments? These questions help set the stage for a productive and positive relationship.

**Tailor Your Communication:** Be mindful of how you communicate. Written communication may be preferred for clients with hearing impairments. For clients with cognitive disabilities, it may help to break down information into simpler terms or use visual aids. The goal is to ensure your clients feel understood and included at every step.

**Thoughtfully Plan Property Showings:** When you schedule property showings, take extra care to ensure the homes you’re viewing meet your client’s needs. A house with multiple levels or narrow hallways might be immediately disqualifying for someone with mobility challenges. Previewing properties beforehand can save your clients time and energy and demonstrate your commitment to finding the right fit.

**Leverage Technology:** Virtual tours and video calls can be invaluable tools, especially for clients with mobility issues or those who find in-person visits overwhelming. Technology can also help you better communicate with clients with specific sensory needs, allowing for a more tailored and controlled viewing experience.

Beyond understanding your clients’ needs, you must also have a deep knowledge of the market and the availability of accessible housing in your area. Identifying adaptable homes—properties that can be modified to suit your clients’ needs—can open up

possibilities. Sometimes, you may need to work closely with builders, contractors, or remodelers specializing in accessibility modifications. Understanding the costs and timelines for these modifications and having a network of professionals who can assist with the work will set you apart as an agent who truly understands your clients’ needs.

Working with special needs clients often means becoming their advocate throughout the process. This might involve negotiating for necessary accommodations in a purchase agreement or working with lenders sensitive to your clients’ financial realities. You may also need to be familiar with local and federal laws related to accessibility, such as the Americans with Disabilities Act and the Fair Housing Act. These laws protect your clients’ rights and ensure equitable treatment in all real estate transactions. Understanding and applying these laws can help prevent discrimination and advocate for your clients’ best interests.

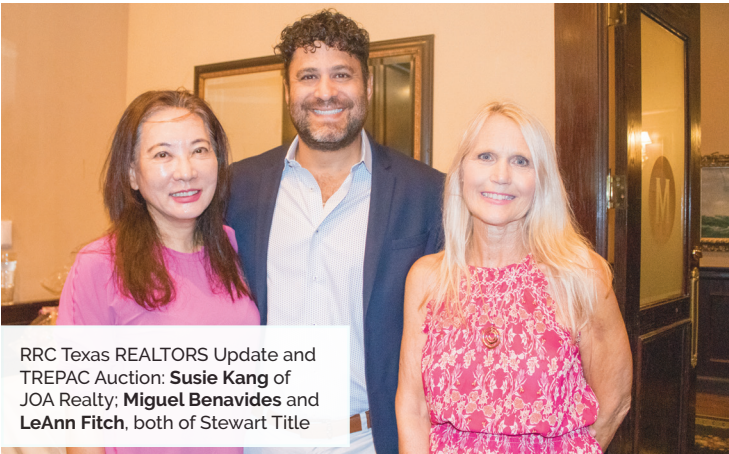
Serving special needs clients in real estate is not just about finding a house—it’s about finding a home that offers safety, comfort, and independence. This requires more than market knowledge; it requires dedication to understanding and meeting each client’s unique challenges. At the heart of this work is the ability to listen, adapt, and advocate. When you approach your special needs clients with empathy and a commitment to excellence, you create a relationship built on trust and mutual respect. In doing so, you not only help your clients find the right home but also make the real estate process an empowering and positive experience for them.



Women's Council of Austin Election Day: Kathy Chappell and 2025 President Tonya Chappell, both of Pacesetter Properties



Brohn Homes TopAgent Happy Hour: Paola Capeles of eXp Realty and Karlie Gragg of Keller Williams Realty



RRC Texas REALTORS Update and TREPAC Auction: Susie Kang of JOA Realty; Miguel Benavides and LeAnn Fitch, both of Stewart Title



Women's Council of Austin Election Day: Scarlett Hao of Realty Texas and Aaron Lee of Austin Title



ABREP Monthly Luncheon: Brandon Bullock; 2024 President Jonna LaGrone-Haynes and Ola Thompson, both of Keller Williams Realty



SEASONS: CONTINUED FROM FRONT PAGE

**Continuous Education:** Engaging in continuous education and professional development can help agents stay ahead of the curve. Participating in workshops, webinars, and industry conferences can provide valuable insights into emerging trends and best practices.

**Networking Opportunities:** Networking with other professionals in the industry can also yield beneficial partnerships. Collaborating with mortgage brokers, inspectors, and contractors can provide agents with a broader understanding of the market and enhance their service offerings.

Understanding how the real estate industry is affected by the seasons is essential for agents aiming to succeed in this competitive field. By recognizing seasonal trends and adapting their strategies, agents can better serve their clients and maximize their success. Whether it's capitalizing on the spring surge or navigating the winter slowdown, a proactive approach can lead to fruitful outcomes for real estate professionals.



Brohn Homes TopAgent Happy Hour:  
**Sam Mehra** of Berkshire Hathaway  
Texas Realty and **Satish Parolkar** of  
Team West Real Estate




David Weekley Homes  
Emory Crossing Block  
Party: **Sharon Toler**  
of Coldwell Banker  
Realty and **Stephanie  
Kolodzinski** of David  
Weekley Homes



Mastering Change with WCREALTORS:  
**Dawn Stroud, Kerri Parker, Becky Turner  
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Rita Ranch and **Shane Wolf**

Mastering Change with WCREALTORS:  
**Stephanie Marek** of Austin Title,  
**Joseph Towns** of Keller Williams Realty  
and **Chris Rodriguez** of LPT Realty

ABoR Broker Forum:  
**Mary Kay Ponce** and  
**Christine Choate**,  
both of Horizon Realty

Mimosas and  
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REALTOR Service Day

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Mimosas and Masterminds: **Chelsea Brown** of KB Home, **Russ Boles**, **Heather Bonamo** of WCREATORS and **Julie Jones** of Keller Williams Realty



Passport to Paradise at Santa Rita Ranch: **Laila Gregory**, **Stephanie Gregory** and **Denise Kettering**, all of Dalivia Realty



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RRC Texas REALTORS Update and TREPAC Auction: **Devin Forbes** of Kelly, REALTORS



REALTOR Service Day: Austin Real Estate YPN Leadership Team



David Weekley Homes Emory Crossing Block Party: **Diane Weeks** of White Rock Realty, **Stephanie Kolodzinski** of David Weekley Homes and **Rebecca Canby** of Classic Realty



Mastering Change with WCREALTORS: **Jack Stapleton** of Realty Texas



NAHREP Networking Breakfast: **Memo Vargas** of The Vargas Team, **Luis Delgado** and 2024 President **Carlos Gaztambide**





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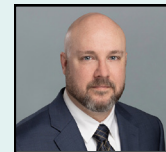


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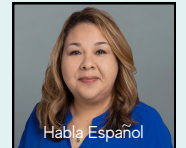


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ABoR Broker Forum: 2024 President **Kent Redding**, 2024 President Elect **Brandy Wuensch** and **David Pruitt** of eXp Realty







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Women's Council of Austin Election Day