


Hello NEIGHBOR!

470-586-0415 

JewellMichaelRealty.com 

JewellMichaelSales@gmail.com 

It's Jewell Michael, your local real estate agent. In my continued effort to provide relevant, useful information to the residents of Barrow County, I wanted to share this market update with you.



Buyer's have the negotiating power.



Median Sell Price of Homes
\$361K 



Average Days on Market
76



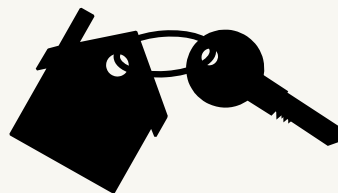
January Homes Sold in Barrow County
82



Interest Rates: Mortgage rates are creeping higher this week, thanks to rising oil prices and inflation concerns. This means monthly payments may be a bit higher for buyers, so having a clear plan can help keep deals moving smoothly.



Economic Update: The market dipped a bit as worries about global events and energy costs spooked investors. Job reports show the labor market is still stable, so things aren't falling apart, just a little cautious.



Mortgages: Mortgage pricing has tightened recently, with loan volumes dipping slightly and rates moving up. Buyers may feel the pinch.



470-586-0415



JewellMichaelRealty.com



JewellMichaelSales@gmail.com



How Buyers Are Stretching Their Budgets

How Creative Strategies Can Help You, the Buyer, Succeed

Affordability is still a challenge, but buyers are not sitting on the sidelines. They are adjusting their approach, getting creative, and finding ways to make the numbers work.

Here is how buyers are stretching their budgets right now:

- **Leaning on Flexible Financing:** Adjustable-rate mortgages are gaining traction, offering lower initial rates and payments. This gives buyers a more manageable entry point, with the option to refinance later.
- **Using Rate Buydowns:** Buydowns are helping ease payments upfront. Whether offered by builders or lenders, they can create meaningful savings early on, especially in the first year.
- **Relying on Down Payment Assistance:** Many buyers are not putting 20% down. Low down payment options and assistance programs are helping more clients get into a home sooner.
- **Bringing in Backup:** Family support is playing a bigger role, helping cover down payments and reduce upfront costs.
- **Thinking Multi-Generational:** Buyers are teaming up with family to stretch purchasing power and open up more options.
- **Getting Flexible on Property Type:** Condos, townhomes, and manufactured homes are giving buyers more affordable entry points.
- **Regaining Negotiating Power:** With more inventory available, buyers are starting to gain leverage again. Price reductions and seller concessions are becoming more common.
- **Rethinking Rates:** Buyers are adjusting expectations and moving forward now, knowing they can refinance later.

*April Showers bring
May Flowers*



2750 Premiere Pkwy STE 200

Duluth, GA 30097

(770) 495-5050



Jewell Michael Realty



470-586-0415



JewellMichaelRealty.com



JewellMichaelSales@gmail.com



What Buyers Are Willing To Pay More For In 2026

What Is Getting Attention and What Is Getting Skipped

Buyer expectations are getting more specific. Today's buyers are not just purchasing a home. They are willing to pay more for spaces that feel finished, intentional, and aligned with how they actually live.

Here is what is driving attention and stronger offers right now:

- Homes That Feel Like an Escape Are Winning: Features that create a retreat-like experience are helping homes stand out and sell for more. Think docks, outdoor kitchens, fireplaces, and even cottagecore-inspired design. These elements resonate because they tap into how buyers want to live day to day, not just what looks good on paper.
- Durability Is the New Luxury in Kitchens: In the kitchen, materials matter more than ever. Quartzite continues to outperform other high-end options because it offers both durability and style. Upgrades that hold up in real life tend to carry more weight than purely trendy finishes.
- Purpose-Built Spaces Are Paying Off: Personalization is working in your favor. Homes with custom or purpose-built spaces are seeing stronger price points. Buyers are drawn to homes that feel well thought out and functional, rather than spaces they have to figure out on their own.
- Move-In Ready Homes Are Setting the Pace: Buyers have less appetite for projects right now. Move-in ready homes are selling for more, while fixer-uppers are seeing deeper discounts. With affordability still tight, many buyers would rather finance updates upfront than take on extra work after closing.

*April Showers bring
May Flowers*



2750 Premiere Pkwy STE 200
Duluth, GA 30097
(770) 495-5050



Jewell Michael Realty



470-586-0415



JewellMichaelRealty.com



JewellMichaelSales@gmail.com



Mid-April Is The Sweet Spot for Listing Homes

Take Advantage Of The Week That Historically Outperforms The Rest

Spring is one of the busiest seasons for home sales. Buyer activity is heating up, inventory is growing, and motivated sellers have a real chance to shine. Data from Realtor.com shows that one week in particular tends to outperform the rest. This year, that prime window falls on April 12-18.

Why this week matters:

- More buyer activity: Homes listed during this week receive about 16.7% more views than usual. Extra attention early on can set the tone for the entire sale in a market where buyers have options.
- Faster sales: Listings move roughly 17% quicker than the average home, helping sellers get offers in hand sooner.
- Fewer price cuts: Around 19% fewer homes listed during this window need price reductions, giving sellers a better chance of achieving full asking price.
- Higher potential profit: Well-prepped homes can earn about \$5,300 more than the typical week and \$26,000 more than homes listed at the start of the year.

*April Showers bring
May Flowers*



2750 Premiere Pkwy STE 200
Duluth, GA 30097
(770) 495-5050



Jewell Michael Realty