

SOUTHEAST MICHIGAN MARKET SHIFT



Q3 2025 REALTOR QUICK GUIDE

How to use market changes to strengthen your seller conversations

MARKET AT A GLANCE

Data sourced from Realcomp & Michigan Realtors Q3 2025 reports.

INVENTORY

+16%

Up 16% year-over-year — the highest August supply in five years.

DAYS ON MARKET

34

34 (up from 31) — homes are taking longer to sell.

PRICE GROWTH

+5%

+5% year-over-year — still steady, but growth is slower.

LISTINGS REDUCED

30%

Roughly 30% of listings had price drops — presentation now drives performance.

WHAT IT MEANS

Buyers have more options and are taking their time. That means first impressions matter more than ever. Homes that are priced right, prepped early, and presented well continue to sell strong. The listings that lead with strategy, not speed, are the ones closing cleanly and confidently.

TALKING POINTS

Set expectations early: This isn't the market to "wait and see." Preparation is KEY. Remind sellers that the way they live in a home isn't how it's sold and explain that buyers need a visual connection, staging creates it.

Competition is high, presentation wins: With more homes and new construction on the market, every listing needs an edge. A staged home gives buyers that sense of value and connection that photos alone can't deliver.

The cost of staging is less than a price reduction: A small investment upfront avoids bigger cuts later. You and your seller share the same goal, a faster, stronger sale.

Show them you have a plan, not just a price: Sellers want confidence. Walk them through your approach — prep, pricing, and presentation.

Impact Home Staging Experts is ready to support you and your clients with consults, data, and strategy calls.

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248-776-8890

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