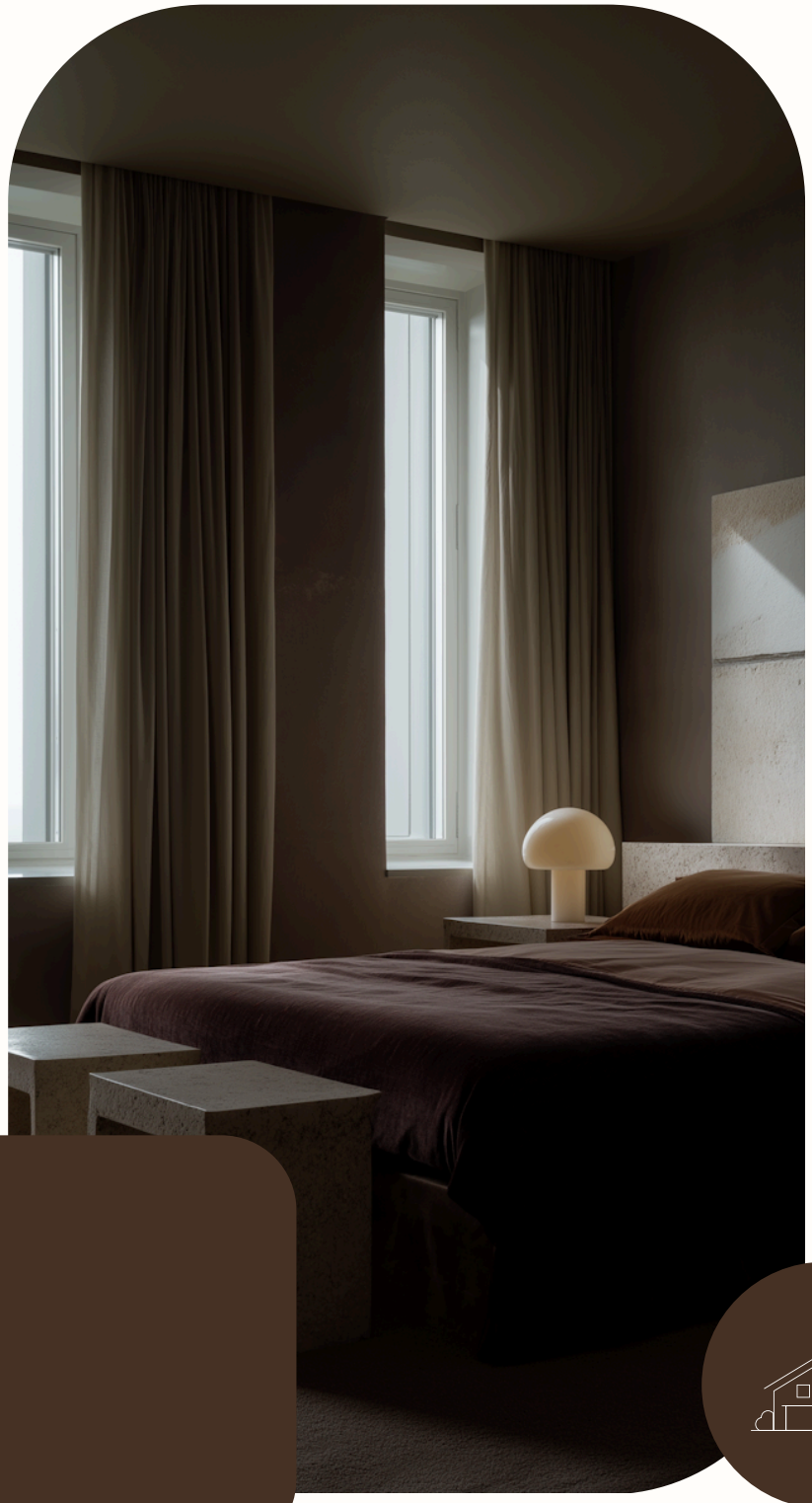




WHAT'S INSIDE

SELL WITH SUCCESS

MARKET STATS PODCAST

HOME WELLNESS TIPS

SMART YEAR-END STRATEGIES

NEWSLETTER

NOVEMBER

2026

kw ADVANTAGE
KELLERWILLIAMS. REALTY

Market Update Podcast

A MONTHLY, PLAIN-ENGLISH BREAKDOWN OF THE GREATER TULSA HOUSING MARKET—WHAT CHANGED, WHAT IT MEANS, AND HOW TO TALK ABOUT IT WITH CONFIDENCE.

SCAN HERE

SELL WITH SUCCESS
DURING THE HOLIDAY SEASON

kw ADVANTAGE
KELLERWILLIAMS. REALTY

Selling your home during the holidays can be surprisingly advantageous. Here's how to make the most of the season:

STAGE WITH WARMTH
A simple wreath, soft lighting, and a welcoming entryway can instantly elevate the mood. Creating a warm, inviting atmosphere helps buyers form an emotional connection the moment they step inside.

KEEP DÉCOR NEUTRAL
Seasonal touches are great—but subtlety is key. Stick to classic, understated decorations so buyers can easily imagine their own style in the space without feeling distracted.

SHOWCASE COMFORT
Layer cozy blankets, add soft textures, and incorporate gentle seasonal scents to create an atmosphere people don't want to leave. These simple details make showings more memorable and engaging.

LEVERAGE TIMING
Holiday months typically see fewer listings, giving your home a stronger spotlight. Serious buyers active during this season tend to be more decisive, increasing your chances of receiving committed offers.

HIGHLIGHT LIFESTYLE
Draw attention to areas perfect for hosting—fireplaces, open living spaces, spacious dining areas, and welcoming kitchens. Showing how well the home suits celebrations helps buyers envision their own gatherings, making the home feel even more special.

WHY LISTING BEFORE THE NEW YEAR CAN PLAY OFF

Although plenty of sellers hold off until January, November actually brings meaningful advantages. With fewer listings competing for attention, your home is more likely to stand out in the market. Plus, the buyers who stay active this time of year tend to be highly motivated, making November an excellent moment to capture strong, serious offers.

Motivated Buyers:
While there may be fewer shoppers out and about, the ones who are looking tend to be highly committed and ready to make decisions quickly.

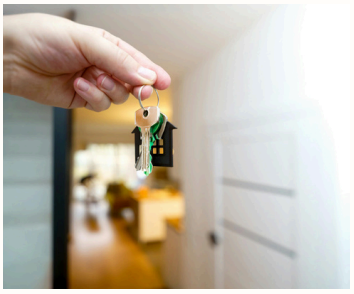
Less Inventory:
With limited competition during this season, your property gains more visibility and has a better chance of catching buyers' attention.

Holiday Appeal:
Thoughtful seasonal touches make homes feel extra cozy and welcoming, helping buyers emotionally connect with the space.

Year-End Timelines:
Some buyers aim to close before the end of the year for financial or tax reasons, making them more eager to move forward.



kw ADVANTAGE
KELLERWILLIAMS REALTY



When your home is staged thoughtfully and priced with intention, it can easily attract serious buyers before the market picks up again in January. Cooler weather naturally draws attention to interior comfort, allowing features like fireplaces, warm lighting, and inviting layouts to shine. Plus, a November sale can provide a smoother, less stressful transition compared to the busy post-holiday season.

November HOME WELLNESS CHECKLIST

- Clean range hood
- Check smoke/CO detectors
- Inspect plumbing
- Check security system
- Organize pantry



SMART YEAR-END *Buying Strategies*

The late fall season offers unique opportunities for buyers who stay active.

Watch for Price Adjustments:
As the year winds down, some sellers become more eager to close. This can open the door to stronger negotiations and more attractive pricing.

Negotiate Closing Costs:
Slower market months often prompt lenders and title companies to offer incentives. It's an ideal time to reduce out-of-pocket expenses.

Secure Better Availability:
With lighter schedules, inspectors, movers, and contractors are easier to book—giving you far more flexibility for planning your move

Think Long-Term:
Buying before potential rate shifts or before spring's crowded market can offer stability and long-term financial advantage.