



## January 2026 RATE Newsletter

January 15, 2025

Happy January!

Here are the featured RATE marketing examples that worked well in December.

These are clients getting maximum impact with their radio talk show, endorsement, and vendor programs.

Enclosed are your two (2) suggested video topics and one (1) lead generation campaign for both consumers and agent recruiting in February 2026. Custom topics are available.

If you're not a client, your first video is free. We'll interview you "talk show" style for 10 minutes on Riverside using your phone or webcam. We do all the heavy lifting after that.

Call my cell 402.515.5438 or email me [frank@getvyral.com](mailto:frank@getvyral.com) with questions.

- Frank

## **February 2026 Topics**

Suggested topics only. Custom topics available.

### **Real Estate Agent**

Video #1: What steps should I take to prepare my home for sale?

Video #2: What should I disclose to potential buyers?

Lead Campaign: Free Home Selling Workshop

### **Real Estate Recruiting**

Video #1: How do I call an online buyer lead for an appointment?

Video #2: How do I hold a successful open house?

Lead Campaign: Attend Our Next Team Meeting

See more at [www.getviral.com/topics](http://www.getviral.com/topics)



## What Will the Louisville Housing Market Look Like in 2026?



What will the housing market look like in 2026? **Some signs point to slow price growth, possible rate relief, and changes in inventory.** What that means for buyers and sellers may surprise you. Today, I'll break down what you need to know based on the latest data so you can make a solid plan for your next move.

[Watch the Video](#)

## Tune In to My Radio Show Every Sunday From 8:30 to 9:00 AM on WHAS 840



On his radio show, I discuss a wide range of real estate topics, including market trends, tips for buying and selling homes, financing, and home improvement advice. I often feature guests from the real estate industry and local businesses, offering listeners valuable insights and practical tips for navigating the real estate market. Available on AM Radio or you can click the link below to tune in via iHeart Radio!

[Listen to The Show on iHeart Radio](#)

### Looking to Buy a Home?



Use our full MLS search with virtual tours, directions to listings, schools, and more all on an interactive map with detailed listing information.

[Search All Homes](#)

### Looking to Sell a Home?



Are you thinking about listing your home? We can help you get an accurate home valuation based on current market trends.

[Free Home Value Report](#)

Call or text me at [502-376-5483](tel:502-376-5483) or reply to this email to get an expert answer to questions you may have.

If you were forwarded this email and would like to get my updates directly, [click here to join my mailing list.](#)



## The Home-Selling Guide Built for Today's Soft Market



[Watch My Video](#)

Thinking about selling your home in 2026? Selling takes more than just putting up a 'for sale' sign, and the process can get overwhelming. That's why I put together a free home-selling guide. **You'll learn why staging, photography, and a clear plan make such a big difference when prices soften and competition increases.** Get the full details in my latest video.

[Download my free home-selling guide.](#)



### The Kittle Home Selling System!

Sell your home in the quickest way for top dollar with the proven system that has worked for thousands! Call 970-GET-SOLD or enter your address below!

[Sell Your Home](#)

### Looking to Sell a Home?



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[Free Home Value Report](#)

### Looking to Buy a Home?



Use our full MLS search with virtual tours, directions to listings, schools, and more all on an interactive map with detailed listing information.

[Search All Homes](#)

We're here if you have any home buying and/or selling questions as well:

- If you are looking to buy, tap to call us directly at [970-218-9200](tel:970-218-9200)
- If you are looking to sell, tap to call us directly at [970-305-3572](tel:970-305-3572)

If you were forwarded this email and would like to get my updates directly, [click here to join my mailing list.](#)



## A Heartfelt Thank You This Holiday Season



The holiday season is here, and we're feeling all the good vibes! We're grateful for all the amazing people we've gotten to meet, and **helping you find new spaces or start fresh has truly been one of the highlights of our careers.** You've made this journey meaningful and a whole lot of fun. Here's a quick, festive holiday message from our team to kick off the season.

[Watch the Video](#)

### Looking to Buy a Home?



See all homes for sale.

[Search All Homes](#)

### Looking to Sell a Home?



Find out what your home is really worth.

[Home Value Report](#)

Call or text me at [\(801\) 590-7048](tel:8015907048) or reply to this email to get an expert answer to questions you may have.

If you were forwarded this email and would like to get my updates directly, [click here to join my mailing list.](#)



## Why Generations of Families Trust Heller Real Estate Group



What's the wildest part of staying in this business for decades? The full-circle moments you never see coming. Today, I'm sharing how our team is supporting the next generation, from helping clients' kids buy their first homes to welcoming others onto our team as they start their real estate careers. Check out my video to hear a few stories that honestly made my whole year and reminded me why long-term relationships matter so much in this business.

[Watch the Video](#)

### Start Your Home Search



Search with confidence knowing your local agent has the latest listings.

[Home Search](#)

### Get Your Home's Worth



Find out your home value, home equity, refinance and mortgage reduction.

[Home Value](#)

Call or text me at [800-800-2978](tel:8008002978) or reply to this email to get an expert answer to questions you may have.

If you were forwarded this email and would like to get my updates directly, [click here to join my mailing list.](#)



## Should I Sell My Home During the Holidays?



Should you sell your home during the holidays or wait for spring? While many sellers step back this time of year, serious buyers remain active - and often more motivated than ever. **Today, we'll share why lower competition, warm seasonal appeal, and year-end urgency can help listings stand out.** We'll also discuss when waiting until the new year may be a better strategy. Still unsure when to make your move? Check out our blog.

[Read Our Blog](#)

### Looking to Sell Your Home?



Are you thinking about listing your home? We can help you get an accurate home valuation based on current market trends.

[Home Value Report](#)

### Looking to Buy a Home?



Use our full MLS search with virtual tours, directions to listings, schools, and more all on an interactive map with detailed listing information.

[Search All Homes](#)

Call or text me at [\(254\) 690-4321](tel:254-690-4321) or reply to this email to get an expert answer to questions you may have.

If you were forwarded this email and would like to get my updates directly, [click here to join my mailing list.](#)



## How To Keep Your Home Safe From Winter Damage



Have you noticed your home making new noises this winter? Cold weather can cause harmless sounds, but it can also reveal early warning signs of real problems. The challenge is knowing which noises matter and which ones don't. **I'll show you how to spot the difference between normal seasonal sounds and early signs of damage.** With these tips, you'll know how to stay ahead of winter issues before they grow. Check out this video to learn more.

[Watch the Video](#)

### Search All Twin Cities Homes for Sale



Use our full MLS search with virtual tours, directions to listings, schools, and more all on an interactive map with detailed listing information.

[Search All Homes](#)

### What's Your Twin Cities Home Worth?



Are you thinking about listing your home? We can help you get an accurate home valuation based on current market trends.

[Home Value Estimate](#)

Call or text me at [952-222-9000](tel:952-222-9000) or reply to this email to get an expert answer to question you may have.

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[Learn More](#)

### Search All Homes



Explore Every Listing, Find Your Perfect Home!

[Looking to buy a home?](#)

### What's Your Home Worth?



Discover Your Home's True Value Today!

[Looking to sell a home?](#)

Call or text me at [\(907\) 240-2804](tel:9072402804) or reply to this email to get an expert answer to question you may have

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[Get a Home Value Estimate](#)

Call me at [843-260-9935](tel:8432609935) or reply to this email and I'll tell you what your home is worth or find you a home.

If you were forwarded this email and would like to get my updates directly, [click here to join my mailing list.](#)

**Is a 50% Housing Market Crash Possible or Just Clickbait?**



Have you noticed all the headlines claiming home prices could drop 50%? It's easy to get caught up in the panic online, but the reality is far less extreme. Today, I'm breaking down what the data and trends actually show and explaining what buyers and sellers can realistically expect in 2026. Don't let these headlines scare you. Let's take a closer look at the numbers first. Click the link below to learn more.

[Watch the Video](#)

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**Listing and Selling Your Home**



[Download Our Sellers Guide](#)

**Buying a Home**



[Download Our Buyers Guide](#)

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**How the Recent Credit Score Change Affects Homebuyers**



Are you struggling to get approved for a mortgage because of your credit score? Fannie Mae's new policy could help you qualify for a loan with a lower score. In this video, I'll break down how this change can help more buyers like you enter the housing market. With fewer restrictions, you could be one step closer to owning your dream home. Watch now to see how Fannie Mae's move benefits you.

[Watch the Video](#)

**Free Home Price Estimate**



Join over 300,000 homeowners in finding your home's value.

[Get Estimate](#)

**Get A Free Cash Offer**

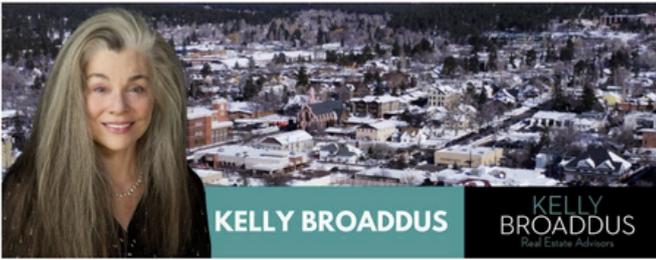


Provide details about your home and get a no-obligation cash offer.

[Get Cash Offer](#)

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[Read My Blog](#)



## What Are The Benefits of Staging Your Home When Selling?



Staging feels like just one more hurdle before listing, but skipping might cost you time and money. When a home is vacant, buyers focus on every flaw, struggling to see their life there instead of imagining the potential. **Let me share why home staging is a crucial step in selling your home.** Statistically, staged homes can lead to better and faster sales. Check out my latest video to learn more.

[Watch the Video](#)

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[Search All Homes for Sale](#)

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[Get a Home Value Estimate](#)

### What's Your Central Iowa Home Worth?



Are you thinking of selling your home or interested in learning about home prices in your neighborhood? We can help you.

[Free Home Value Report](#)

### Looking for a Central Iowa Home?



Search the entire MLS for your Central Iowa home.

[Search the MLS](#)

Call or text me at [\(928\) 606-6749](tel:9286066749) or reply to this email to get an expert answer to questions you may have.

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**UNIONHOME MORTGAGE**



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NMLS 615562

State NMLS List  
 PA 112045

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Call me at [\(717\) 695-3177](tel:7176953177) or reply to this email and I'll tell you what your home is worth or find you a home.

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**Burbank 2025 Year-End Real Estate Market Wrap Up**



Are you wondering what actually changed in the Burbank housing market this year? Many buyers and sellers feel unsure because they hear mixed updates about prices, sales, and interest rates. **Today, I'll break down the real numbers so you can see how rising prices, steady sales, and lower rates may work in your favor.** You'll learn what these shifts mean for your timing and how to make smarter decisions in this market. Get the full breakdown in my latest video.

[Watch the Video](#)

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Let CalHFA Get You There!

Lower than market Rates. Lower Down Payment. Easier Path to Homeownership!

With the Base CalHFA Home Loan, you could qualify for a lower interest rate and as little as 3% down — making it easier than ever to get the keys to your dream home!

- ✓ Minimum 680 FICO
- ✓ Earn \$211,000 or less per year
- ✓ Only 3% down payment required
- ✓ Flexible options for first-time buyers
- ✓ State-backed loan designed to help California families!

Don't wait — homeownership is closer than you think!

[Contact our team for details!](#)

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 DGARCIA@VAULTMTO.COM

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## December 2025 Myrtle Beach Housing Market Update



**Myrtle Beach December Market Update: Home Sales Are Rising, Condos Are Moving, and Prices Hold Steady.**

The Myrtle Beach housing market is showing clear activity this holiday season. Sales are up, pricing has shifted slightly, and buyers are staying active. Both sellers and buyers need to pay attention.

**Single-family homes are moving.** Single-family home sales increased compared to last year. Median prices fell slightly to \$380,000, and the average sale price adjusted to \$484,178. Homes are selling, sellers have leverage, and buyers need to move smartly.

**Condo buyers still have options.** Condo sales are up compared to last year, showing renewed interest. Median pricing dipped to \$239,950, while the average sale price rose to \$293,255. Condos that sell spend longer on the market, but buyers have options and negotiating power.

**Holiday market advantage.** While many wait until January to act, smart buyers and sellers are already moving. Sellers can get ahead of upcoming competition, and buyers can find attractive opportunities before the market heats up. Timing matters this season.

**Achieve faster sales and better offers.** A skilled agent can connect the right buyers to your home and attract stronger offers. My team invests heavily in marketing, reaches qualified buyers consistently, and leverages technology to match buyers with the right homes. This often results in faster sales and stronger offers.

**Is your home worth more than you think?** If you're serious about selling or just curious about your home's value, we provide an online home evaluation with major data sources, letting you check comps, track properties, request a cash offer, or get a professional valuation in seconds.

### How much is your home worth?

Get a home value estimate to see how much you could sell for and how fast based on key trends happening in your area.

Find Out Now

Let's make these market numbers work for you.

Blake Sloan

[WATCH THE FULL MARKET UPDATE NOW](#)



Take a look at all the homes for sale in the Myrtle Beach area!

[Search All Homes](#)



Click here to get a free home value report!

[Home Value Estimate](#)

**HAWAII REAL ESTATE BLOG**

(808) 799-9596 TEAMLALLY.COM INFO@TEAMLALLY.COM

## LLCs: A Better Way to Co-Own Your Second Luxury Home



Are you planning to buy a second home in Hawaii? Second-home ownership can feel amazing until the bills hit: insurance, taxes, maintenance, and HOAs. In this interview with luxury real estate agent Dean Otto and INPAC wealth advisor Kyle Shimoda, we'll give you a clearer picture of the benefits, risks, and strategies of owning a second home. We also break down a co-ownership LLC approach that can put cash back in your hands while still keeping your personal use time. Check out our latest video for the full interview.

[Watch Video](#)



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YouTube Live: Wednesdays @1:00 pm (HST)

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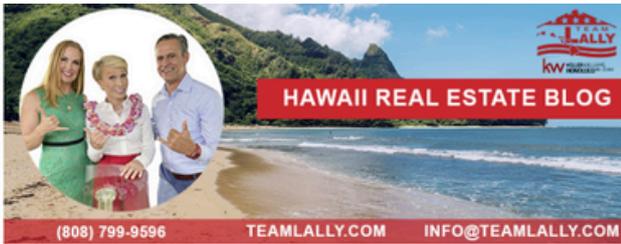


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[Check Them Out](#)



**Want to Join Our Amazing Team?**

Explore our open positions now

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## How Do Assumable Mortgages Really Work for Today's Buyers?



Assumable mortgages are getting more attention as buyers look for ways to secure lower payments. In this blog, we'll break down how assumable loans work, which loans qualify, and what buyers must prepare for. If you're exploring assumable mortgages or wondering if this strategy fits your budget, check out our latest blog to understand the whole process and your next steps.

[Read Our Blog](#)

**Looking to Buy a Home?**



Start your home search with expert guidance and access to the latest listings tailored to your needs.

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**Looking to Sell Your Home?**



Get a detailed home valuation report to understand your property's current market value and make informed decisions.

[Home Value Estimate](#)

**Take a look at our featured listing:**



[6741 Stovali Dr](#)  
[Huber Heights, OH 45424](#)

Call or text me at [800-722-2585](tel:800-722-2585) or reply to this email to get an expert answer to any questions you may have

If you were forwarded this email and would like to get my updates directly, [click here to join my mailing list.](#)

Most buyers see “assumable mortgage” and think jackpot... but here’s what they don’t know.

It could save you big—or cost you. Before you take over a seller’s mortgage, learn how assumable mortgages really work in my video below:



- What an assumable mortgage really is (and what it isn’t)
- Who qualifies—and who doesn’t
- Why lower rates don’t always mean lower costs
- When assumptions truly make sense for buyers

 [Watch the full video here](#)

Yes, assumable mortgages can lock you into ultra-low rates from 2020 or 2021, but only if you meet the criteria and understand the trade-offs. If you’re thinking about buying a home with an assumable mortgage—or want to market yours as assumable—this video gives you the clarity you need.

You can also grab a time on my [calendar](#) for a one-on-one consultation. I’ll help you run the numbers, break down your options, and decide whether an assumption is really worth pursuing.

 [Click here to watch and get the full breakdown](#)

**Jon Lahey**

The Fine Living Group at EXP Realty

## A New Expert Joins the Hodgkins Home Team



Looking for a real estate expert who knows Syracuse inside and out? We're excited to introduce our newest local expert at the Hodgkins Home Team! **Meet your newest Syracuse real estate expert, Ed Molloy.** With experience, care, and deep local knowledge, he's here to guide you through every step of your real estate journey. Click here to see why he's an incredible addition to our team.

[Watch the Video](#)

[SEARCH ALL HOMES FOR SALE](#)

[GET A HOME VALUE ESTIMATE](#)

[REVIEW US](#)

## HODGKINS HOMES

TEAM of HUNT Real Estate ERA





JON LAHEY



## Get a Free Pre-Listing Renovation Estimate

Find out which updates can help your home sell for more.

[Request Your Free Renovation Estimate](#)

Clients and friends,

Is selling on your mind for early 2026, and you want to know what home improvements matter most?

One of the most common mistakes home sellers make is overspending on the wrong projects or losing potential profit by skipping the updates today's buyers actually care about.

It's the exact reason why I'm offering a **Free Pre-Listing Renovation Estimate** to help you choose the updates that will make the biggest difference before your home hits the market.

With today's higher interest rates, buyers have less flexibility to take on major remodeling. That means homes that feel more "move-in ready" often attract stronger offers.

A focused investment of \$10K to \$30K dollars in key areas such as kitchens, bathrooms, or curb appeal can often raise your sale price by \$30K to \$90K. But renovations are not one-size-fits-all, and the right upgrades will differ per property. A professional real estate agent can help you determine the best upgrades for your home.

[Request for a pre-listing estimate now](#), and I'll help you:

- Identify updates that matter most to local buyers in 2026
- Get quotes from trusted contractors I work with regularly
- Recommend finishes and styles that help homes sell faster
- Share lending options that cover renovation costs until closing

To get started, all you need to do is simply complete the short survey below so I can review your home and prepare your personalized renovation estimate.

[Request your free pre-listing renovation estimate](#).

Let's take the guesswork out of pre-listing improvements so you can maximize your profit.

If you have any questions or want personalized advice, feel free to reply to this email to schedule a free consultation. I'm happy to help however I can.

All the best,

**Jon Lahey**



JON LAHEY



## Get a Free Pre-Listing Renovation Estimate

Plan strategic home updates before you list.

Want to sell your home for maximum value in 2026? Fill out the form below to schedule a virtual or in-person assessment. You'll get a personalized review, contractor estimates, and targeted recommendations that make your home more appealing and market-ready.

Email\*

[social@getvyr.com](mailto:social@getvyr.com)

Full Name\*

Vyral Marketing

Phone\*

+1 (123) 456-7890

Property Address\*

12020 Shamrock Plaza Suite #201, Omaha, NE 68154, United States

When do you plan to sell?\*

Soon

Upload photos of your home for initial assessment\*

CHOOSE A FILE

Submit

Upon your submission, you agree to our [Privacy Policy](#) and that we may contact you.



## We Appreciate Your Trust This Holiday Season

Here's to supporting your home plans in 2026.

[Book a quick strategy call](#)

Happy Holidays!

As we wrap up the year, we want to take a moment to say thank you. We're grateful for every buyer, seller, and past client who trusted us with one of life's biggest decisions: your home.

Whether you made a move this year or are planning one in the future, it means a lot that you chose to work with us. This season is about connection, reflection, and celebrating the spaces we gather in, and we hope your home is filled with warmth and joy.

As you spend time with loved ones, we hope you feel peace about where you are and excitement about what lies ahead.

If a new chapter is part of your 2026 plans, my team and I are here to help make the transition clear, simple, and stress-free.

The market is shifting, so this is a great time to understand your options with confidence.

Here's how we can support your goals:

- Free home value update
- Custom buying or selling strategy
- Local market insights you can trust
- Step-by-step guidance from start to finish

Here's to new beginnings, fresh opportunities, and turning your real estate goals into reality in the year ahead.

If you're thinking about buying, selling, or want guidance on your home's value, we're here when you need us. Reply to this email, call or text anytime, or use the link below to book a strategy call.

[Click here to book a quick strategy call.](#)

Wishing you and your family peace, joy, and a wonderful holiday season. Let's make 2026 your best year yet!

**Dar Walden Team**



## Book Your Free 2026 Strategy Call

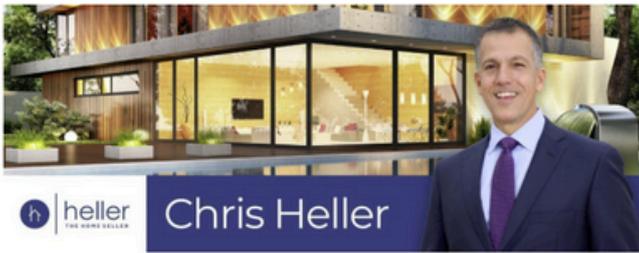
Build a simple, stress-free real estate plan for 2026.

Start 2026 off right with a personalized real estate strategy session. Whether you're buying, selling, or just exploring your options, we'll help you create a clear, simple, and stress-free game plan tailored to your goals. Complete the form to connect with us, and we'll map out your 2026 game plan together.

Email*
<input type="text" value="social@getvyr.com"/>
Full Name*
<input type="text" value="Vyrat Marketing"/>
Phone*
<input type="text" value="+1 (123) 456-7890"/>

**Submit**

*Upon your submission, you agree to our [Privacy Policy](#) and that we may contact you.*



Chris Heller

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- Step-by-step guidance from start to finish

Here's to new beginnings, fresh opportunities, and turning your real estate goals into reality in the year ahead.

If you're thinking about buying, selling, or want guidance on your home's value, we're here when you need us. Reply to this email, call or text anytime, or use the link below to book a strategy call.

[Click here to book a quick strategy call.](#)

Wishing you and your family peace, joy, and a wonderful holiday season. Let's make 2026 your best year yet!

Chris Heller



Chris Heller

## Book Your Free 2026 Strategy Call

Build a simple, stress-free real estate plan for 2026.

Start 2026 off right with a personalized real estate strategy session. Whether you're buying, selling, or just exploring your options, we'll help you create a clear, simple, and stress-free game plan tailored to your goals. Complete the form to connect with us, and we'll map out your 2026 game plan together.

Email\*

social@getvyr.com

Full Name\*

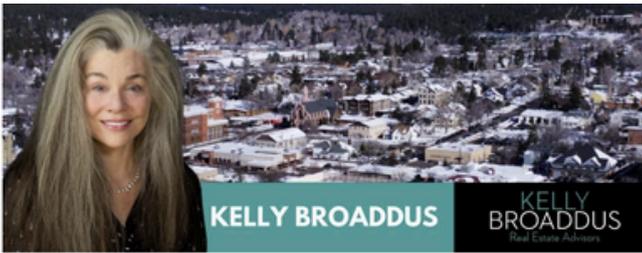
Vyr Marketing

Phone\*

+1 (123) 456-7890

Submit

Upon your submission, you agree to our [Privacy Policy](#) and that we may contact you.



## Get a Free Pre-Listing Renovation Estimate

Find out which updates can help your home sell for more.

[Request Your Free Renovation Estimate](#)

Clients and friends,

Is selling on your mind for early 2026, and you want to know what home improvements matter most?

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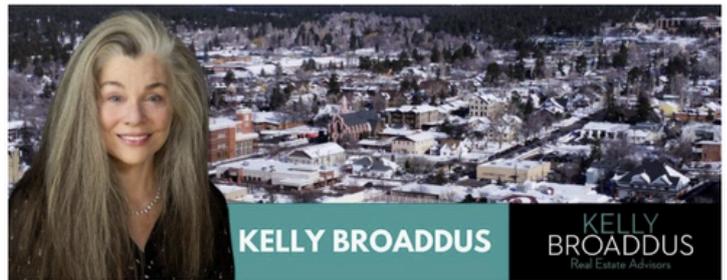
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All the best,

**Kelly Broaddus**



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When do you plan to sell?\*

Soon

Upload photos of your home for initial assessment\*

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All the best,

**Adam Crosson**



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## What's Your Central PA Home Worth This Holiday Season?

Check the latest home prices as the year comes to a close.

Enter your home address to get a personalized estimate

December is here, and the Central Pennsylvania housing market is still active. Buyers are out there, with many motivated to settle before the new year. Well-priced and well-presented homes also continue to attract serious offers in neighborhoods across the area.

If you've been considering selling and want to know what your home could bring, I can help. I will provide a **free, no-obligation home price estimate tailored to your property and current market trends.**

You'll also get a clear picture of what buyers in your neighborhood are paying right now.

[Enter your address to see your current home value.](#)

Simply enter your address to see your home's current value. Send a few photos along, and I'll prepare a detailed estimate for you.

I can also guide you through different options based on your goals:

- Sell quickly to an investor for a cash offer
- List on the market to maximize your sale price
- Make minor updates to boost your home's appeal
- Secure your next home first with a bridge loan

As the holiday season continues, buyers are eager to make a move before the year ends. Now is a perfect time to see where you stand. Making decisions based on the latest market data will give you confidence and clarity in planning your next steps.

When you're ready to make your move, don't hesitate to call me at [\(717\) 409-5588](tel:7174095588) or reply to this email. I'll make sure you're ready for the opportunities this season brings.

**Joy Daniels**



## Free Home Price Estimate

Get a real-world home value estimate that's accurate

Find out what your home is worth based on our detailed analysis. You'll receive an accurate value based on current market trends with 6 simple questions.

Enter your full address\*

Please include your city and state.

12020 Shamrock Plaza Suite #201, Omaha, NE 68154, United States

Are you thinking of selling soon?\*

ASAP	<input checked="" type="radio"/>
1-3 Months	<input type="radio"/>
3-6 Months	<input type="radio"/>
6-12 Months	<input type="radio"/>
12+ Months	<input type="radio"/>
Not planning to sell	<input type="radio"/>

What is the condition of your home?\*

Needs nothing	<input checked="" type="radio"/>
Needs a little work	<input type="radio"/>
Needs significant work	<input type="radio"/>
Tear down	<input type="radio"/>

What type of property is this?\*

Single-family home	<input checked="" type="radio"/>	Condominium	<input type="radio"/>
Townhouse	<input type="radio"/>	Vacant lot	<input type="radio"/>
Mobile home	<input type="radio"/>	Other	<input type="radio"/>

Roughly, when was your home built?\*

2000 or later	<input type="radio"/>
1990s	<input type="radio"/>
1980s	<input type="radio"/>
1970s	<input type="radio"/>
1960s	<input type="radio"/>
Before 1960	<input type="radio"/>

Get Estimate

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If you have any questions or want personalized advice, feel free to reply to this email to schedule a free consultation. I'm happy to help however I can.

All the best,  
**Kevin Clancy**



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Property Address\*

When do you plan to sell?\*

Upload photos of your home for initial assessment\*

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**Tami Holmes Realty**



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All the best,

**Jean & Rodney Shine**



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Full Name*	<input type="text" value="Vyr Marketing"/>
Phone*	<input type="text" value="+1 (123) 456-7890"/>
Property Address*	<input type="text" value="12020 Shamrock Plaza Suite #201, Omaha, NE 68154, United States"/>
When do you plan to sell?*	<input type="text" value="Soon"/>
Upload photos of your home for initial assessment*	<input type="text" value="CHOOSE A FILE"/>

**Submit**

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**John Schuster**



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## We Appreciate Your Trust This Holiday Season

Here's to supporting your home plans in 2026.

[Book a quick strategy call](#)

Happy Holidays!

As we wrap up the year, I want to take a moment to say thank you. I'm grateful for every buyer, seller, and past client who trusted us with one of life's biggest decisions: your home.

Whether you made a move this year or are planning one in the future, it means a lot that you chose to work with us. This season is about connection, reflection, and celebrating the spaces we gather in, and I hope your home is filled with warmth and joy.

As you spend time with loved ones, I hope you feel peace about where you are and excitement about what lies ahead.

If a new chapter is part of your 2026 plans, my team and I are here to help make the transition clear, simple, and stress-free.

The market is shifting, so this is a great time to understand your options with confidence.

Here's how we can support your goals:

- Free home value update
- Custom buying or selling strategy
- Local market insights you can trust
- Step-by-step guidance from start to finish

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Eva Cedillo



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**Hodgkins Homes Team**



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## See How Much Your Louisville Home Could Sell For in 2026

Know what your property is worth in today's shifting market.

[Enter your home address to get your free home value](#)

Are you curious about what your home could sell for right now?

Many homeowners are sitting on more equity than they realize. With interest rates fluctuating and inventory still tight in many neighborhoods, home values have shifted in 2025. Whether you're thinking about selling soon or just planning ahead, knowing what your home is truly worth now will help you get ahead.

That's why **we're offering a free, no-obligation home value estimate**. It's quick, personalized, and based on the most up-to-date market data in your neighborhood, and not some automated guess from online sites.

**Here's what you'll get when you request your free estimate:**

- ✓ A detailed analysis of your home's current market value
- ✓ Recent comparable home sales in your area
- ✓ Local market trends and buyer demand insights
- ✓ A recommended price range if you decide to list

[Get your free home value report here.](#)

This report will give you a clear idea of your home's worth and options, whether you're ready to sell now or just want to plan ahead. It's 100% free and confidential.

Have questions or want to chat about timing the market? Simply reply to this email. We're here to help.

**Bob Sokoler**