



Mid-April is the best time to list a home

Source: Realtor.com

Home sellers who list during the week of April 10–16 will be able to take advantage of the spring buying season’s anticipated strong demand, high asking prices, quick home sales, and lowered competition from other sellers, according to Realtor.com®’s fourth annual Best Time to Sell Report. Those who list that week will likely get a head start on the competition.

Each year, Realtor.com®’s research team analyzes recent market

conditions to pinpoint the optimal week to list a home. The team found home prices and buyer demand are rising earlier in 2022 than in years past.

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HOW TO GET LISTINGS IN THIS CRAZY SELLER'S MARKET

To attract sellers in the current market you must offer them something they can't get on their own. In this market, you need to leverage the #1 problem the seller has which is [>> cont'd](#)

Smart home technology can be a selling point

Source: House Logic

Consumers between 18 and 34 said they would pay more for homes with home theaters, smart speakers in every room, and connected kitchens, according to a REALTOR.com study. In the 25 to 54 age group, consumers said they'd pay more for solar roof tiles and home battery packs. And for those 55 and older, solar roof tiles, smart doorbells, and security systems would be worth extra money.

While it's hard to validate that smart technology can generate more money in a home sale. Anecdotally, real estate professionals find that if a home is marketed correctly and has smart home technology, it can sell for top dollar.

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California home sales edge higher in February

Source: California Assn. of REALTORS®

Despite higher interest rates alongside geopolitical uncertainty caused by the Russia-Ukraine conflict, California's housing market continued to maintain a solid sales pace even while the number of homes sold were lower than last year's unusually strong market, the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) said.

“California's housing market is holding up remarkably strong, with home prices reaccelerating, market competition growing and signs that the listings crunch is thawing,” said C.A.R. President Otto Catrina, a Bay Area real estate broker and REALTOR®. “Prospective buyers are taking advantage of still-low rates before they move higher and getting a jump on competition before the start of the spring homebuying season.”

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Multigenerational households hold steady despite rising prices

Source: Lending Tree

As home prices continue to rise, housing experts see an ongoing effort by extended family members to pool their money to combine households and save on costs. But data suggests that rising home prices do not correlate to multigenerational living, according to a new analysis from LendingTree. Some current multigenerational households — three or more generations who live in the same home — may be temporary due to the pandemic, the study's authors

suggest.

Multigenerational households increased during the onset of the pandemic as some people may have opted to move in with family, that doesn't mean that they planned on staying in a multigenerational home forever. The study's authors suggest that it's safe to assume that even with the disruption to usual housing arrangements caused by COVID-19, multigenerational households won't suddenly become the norm in the U.S.

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U.S. homeowners with negative equity drops to lowest level in 12 years

Source: CoreLogic

U.S. homeowners with mortgages (which account for roughly 63% of all properties) have seen their equity increase by 29.3% year over year, representing a collective equity gain of over \$3.2 trillion, and an average gain of \$55,300 per borrower, since the fourth quarter of 2020, according to CoreLogic's Home Equity Report.

U.S. home prices rose 18% year over year in the fourth quarter of 2021, up from the 8% annual gain recorded in the fourth quarter of 2020. The appreciation helped push the national negative equity figure to the lowest in over a dozen years, with just 1.1 million homeowners underwater on their mortgages. Western state homeowners saw the biggest equity gains by dollar value, led by Hawaii, California and

Washington. Year-over-year price appreciation increased by 19.1% in January 2022.

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Mortgage demand drops as interest rates surge

Source: CNBC

A sharp jump in mortgage rates last week lowered demand from both current homeowners and potential homebuyers, causing mortgage applications to drop. With rates now on the rise, following a brief drop at the start of the Russian invasion of Ukraine, mortgage volume is likely to fall further in the coming weeks.

The average contract interest rate for 30-year fixed-rate mortgages with conforming loan balances increased to 4.27% from 4.09%, with points rising to 0.54 from 0.44 for loans with a 20% down payment, according to the Mortgage Bankers Association.

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