

THINGS TO CONSIDER WHEN  
**Selling Your House**

SPRING 2026 EDITION



THE *Doty's*  
EST. '91



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# The Benefits of Selling This Spring

Here are a few reasons this may be the right time to list your house, if you're ready.

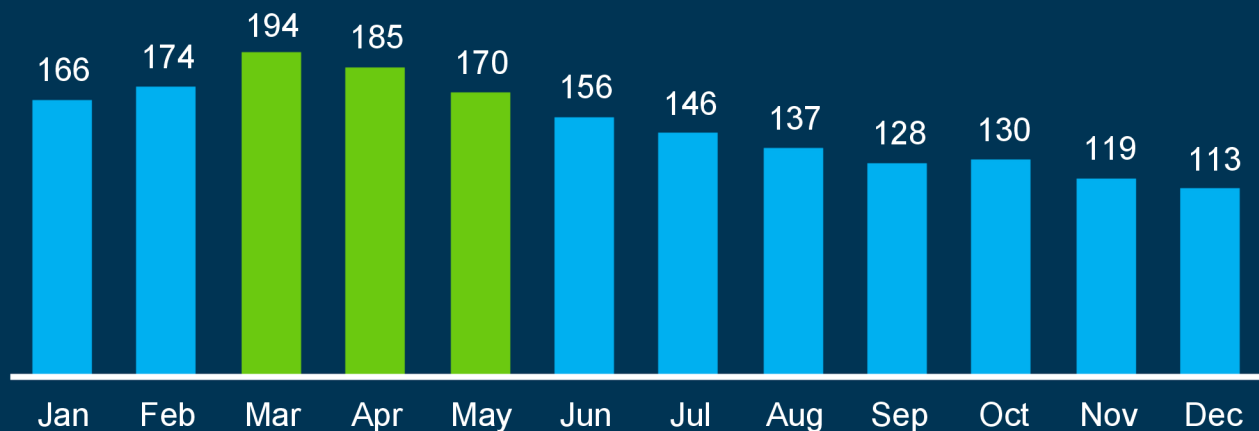


## 1. Spring Is When Buyers Are Most Active

When it comes to the housing market, Spring is historically the strongest season to sell. Buyer activity tends to peak in the spring months each year, which means more people are actively looking at homes like yours.

### Buyer Showings Are Typically Highest During the Spring

Average Monthly Showing Index, 2022 – 2025



Source: Showing Time



This doesn't mean we'll see the kind of buying frenzy that defined the pandemic years. But it does mean more buyers will be out there, particularly since mortgage rates have hit 3-year lows this year.

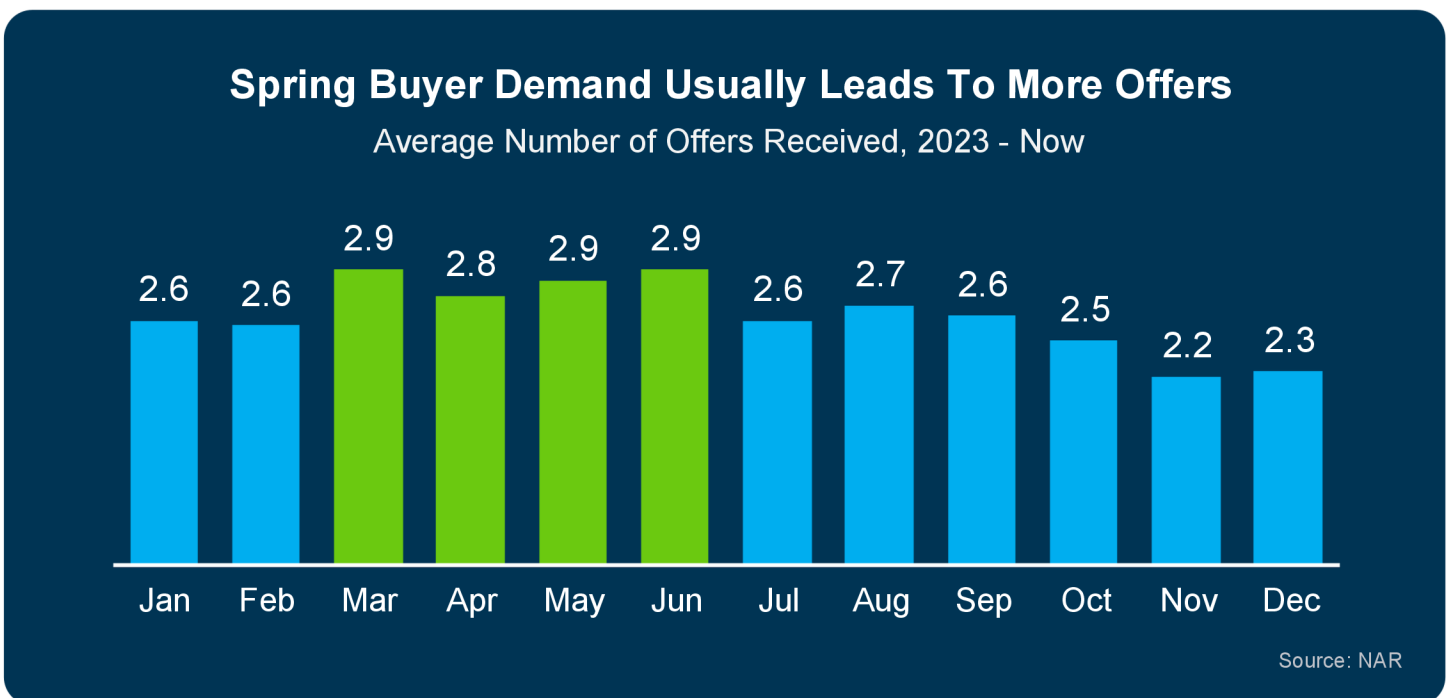
**With normal seasonal patterns, lower rates, and slower home price growth, more buyers feel ready to get back in the market.**

means you should make sure your house is in front of them. As *Redfin* says:

*"Homebuying demand is improving . . . and mortgage-purchase applications are sitting near their highest level in three years. . ."*

## 2. You May Get More Offers

More buyer demand tends to produce more offers. The data supports this. Looking at the past three years and averaging by month, sellers in the Spring and early Summer consistently receive more offers (see graph below):



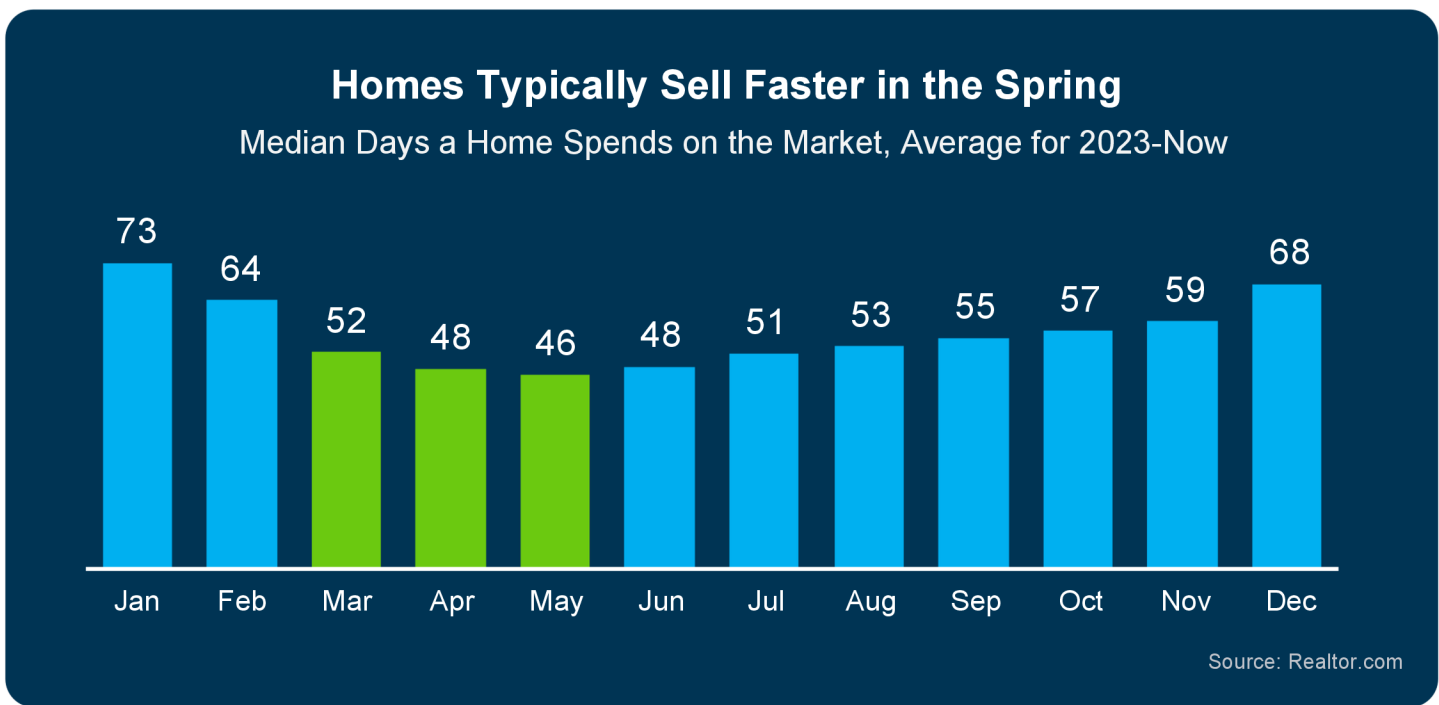
*Don't expect the bidding wars that made headlines in 2020 and 2021. But seasonal momentum can work in your favor this Spring. As Realtor.com puts it:*

***"Spring typically brings out more buyers who are ready to make a move before summer. Listings see more views, showings, and offers during this season."***



### 3. Homes Sell Faster

Spring brings one more pattern worth paying attention to. Homes move faster. Given that sale timelines have stretched out recently, putting your home on the market during the quickest selling window of the year sets you up to close sooner. Most sellers want exactly that.



Whether you're ready to move on to the next chapter, need more space, or are looking to downsize, a faster sale has real advantages. Compared to listing in winter, homes typically sell 20 days faster in the Spring.

#### Bottom Line

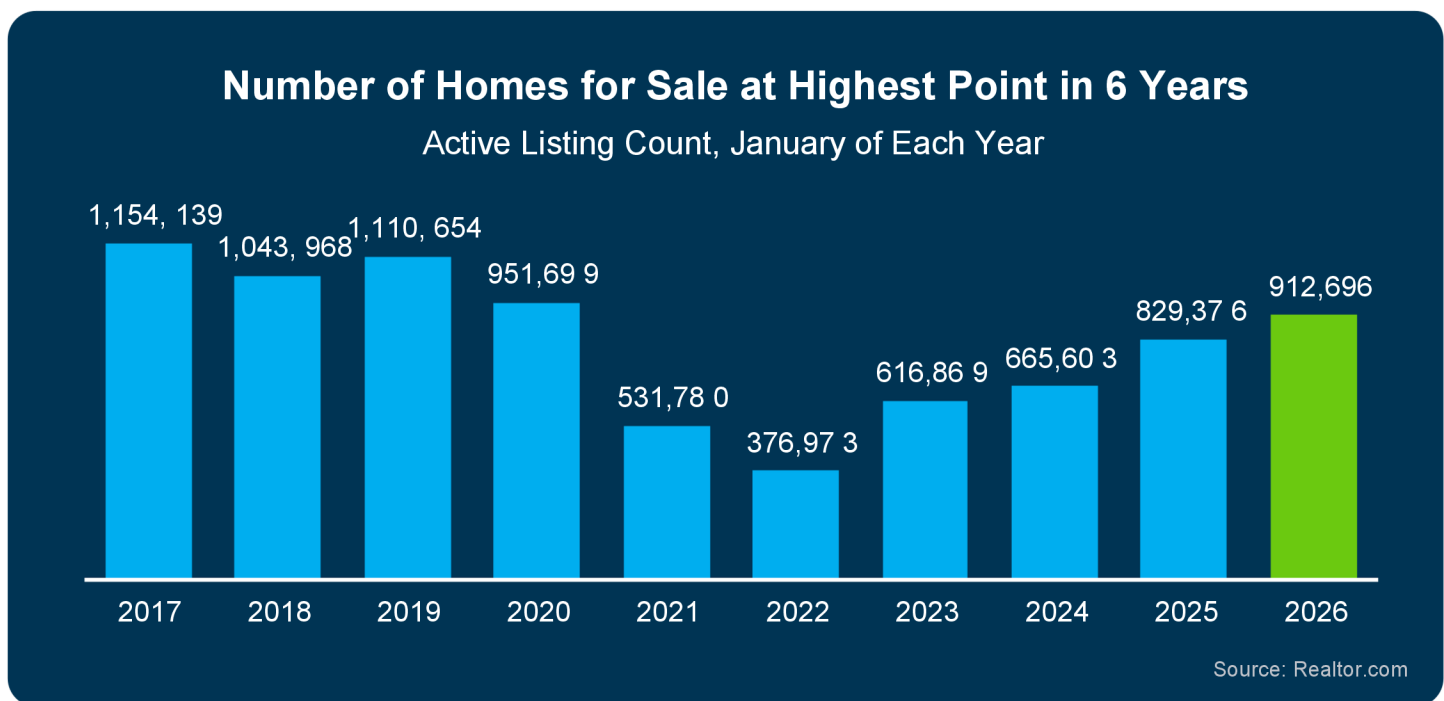
Want to talk through what's happening in our local market and whether this season makes sense for your situation? Reach out.

# What Every Homeowner Needs To Know About Today's Market

*As we head into Spring, there's real opportunity for sellers — whether you're planning to list next month or sometime this summer. But the market has shifted, and your approach needs to reflect that. Here's what to keep in mind.*

## Inventory's Up. Buyer Power Is Coming Back.

More homes are on the market now than at any point in recent years. That's good news for your own next purchase. But those same buyers out there shopping right now have more to choose from. According to the data, the total number of homes for sale is climbing back toward historically normal levels nationwide (see graph below):



How this plays out will depend on your specific area. In markets where supply has returned to normal, buyers have more negotiating room than they did a year or two ago. That doesn't hand buyers all the control — it means your home needs to stand out and you need to be prepared to negotiate. In areas where inventory is still lean, you may still see buyers competing for well-priced listings.

**Wherever you're located, the right move is to work with a local professional who can tailor the strategy to your market.**

## Your Asking Price Matters

When buyers have plenty of options, an overpriced home gets ignored fast. Getting the price right from the start is what sells your house quickly and at the best number. Come in too high and you'll likely face a price cut down the road. Danielle Hale, Chief Economist at Realtor.com, makes this point clearly:

*"... a lot of sellers are anchored to prices that aren't realistic in today's housing market. Sellers would be wise to listen to feedback they are getting from the market. Today's sellers would be wise to listen to feedback they are getting from the market."*

Lean on your local agent to get the pricing right. As the saying goes, if your price isn't compelling, it's not selling.

## Flexibility Wins Negotiations

More active buyers doesn't mean they'll skip inspections or waive appraisals to close a deal. With more choices available, buyers are asking for repairs, credits, and closing cost help. According to Redfin, **44.4% of sellers are currently offering concessions — the second highest level since 2019.**

**The sellers finding the most success are the ones who treat concessions as a tool rather than a loss.**

Use them to close gaps, improve deals, and get to the finish line. And here's some reassurance: since home prices climbed roughly 43% over the past five years, you have room to offer a concession and still come out in strong financial shape. Work with your agent to figure out which concessions make the most sense for your situation.

### Bottom Line

Sellers who come out ahead in the months ahead are the ones who read the current market clearly and approach it with the right expectations, the right agent, and a solid plan.





Small repairs and maintenance are often needed to show buyers that you've taken good care of the home. These small efforts can make a big difference when it comes to how long it takes to sell your home and how much it sells for.

**Bankrate**

# Thinking of Selling As-Is? Read This First.

If you're planning to sell this year, you've probably wrestled with this question:

- **Do you sell as-is** and skip the work? No repairs, no prep, less hassle.
- **Or do you make some improvements first** so it shows better and attracts stronger offers?

In 2026, that choice carries more weight than it did a few years ago. Here's what you need to understand.

## Your Home's Condition Is More Important Again

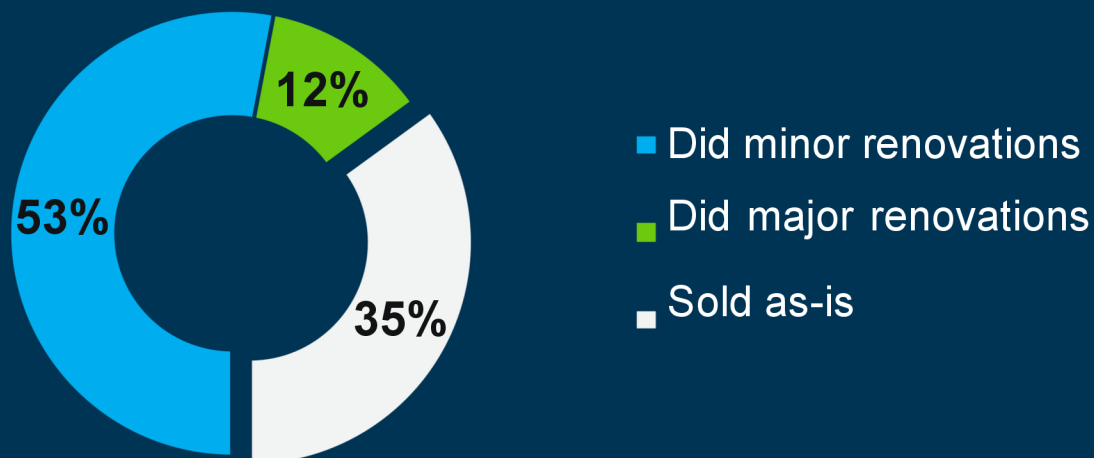
Over the past year, the number of homes available for sale has been rising. A Realtor.com forecast projects inventory could climb another 8.9% this year. That matters because as buyers gain more choices, they get pickier. Condition is back on their radar.

**That's one of the main reasons most sellers make at least some updates before listing.**

According to a recent study from the National Association of Realtors (NAR), two-thirds of sellers **(65%) completed minor repairs or improvements before selling** (the blue and the green in the chart below). **Only one-third (35%) sold as-is:**

### Nearly 2/3 of Sellers Do Some Repairs Before Listing

*Percentage of All Sellers*



Source: NAR

## What Selling As-Is Really Means

When you list as-is, you're telling buyers upfront that you won't be fixing anything before the sale or negotiating repairs after the inspection. That can make the process simpler, but it also shrinks your pool of potential buyers.

Move-in ready homes draw more interest and better offers. When a home clearly needs work, fewer buyers want to take it on. That can result in fewer showings, fewer offers, longer time on market, and a lower final sale price.

**It doesn't mean your home won't sell. It may just mean it sells for less than it could have.**

## The Trade-Offs of Selling Your House As-Is

### Pros



- You'll save time
- You'll save money up front
- You don't have to negotiate repairs

### Cons



- You will deter some buyers
- Your house will take longer to sell
- Your house won't sell for as much

Sources: U.S. News, Ramsey Solutions

## The Trade-Offs of Selling Your House As-Is

The right answer here isn't universal. It depends on your home and your local market. That's exactly why having an agent in your corner matters. A good agent will help you look at both paths and estimate what your home could realistically sell for under each scenario — and that comparison often makes the decision clear.

- **If you go the as-is route:** They'll put the focus on your home's strongest attributes — location, size, potential — so buyers can picture the opportunity rather than the work.
- **If you decide to make repairs:** Your agent can identify which projects are actually worth the time and money based on what local buyers respond to.

### Bottom Line

Selling as-is can work in the right situation, but in some markets today, it will cost you. You're not required to make repairs before listing. But it's worth thinking carefully before deciding.

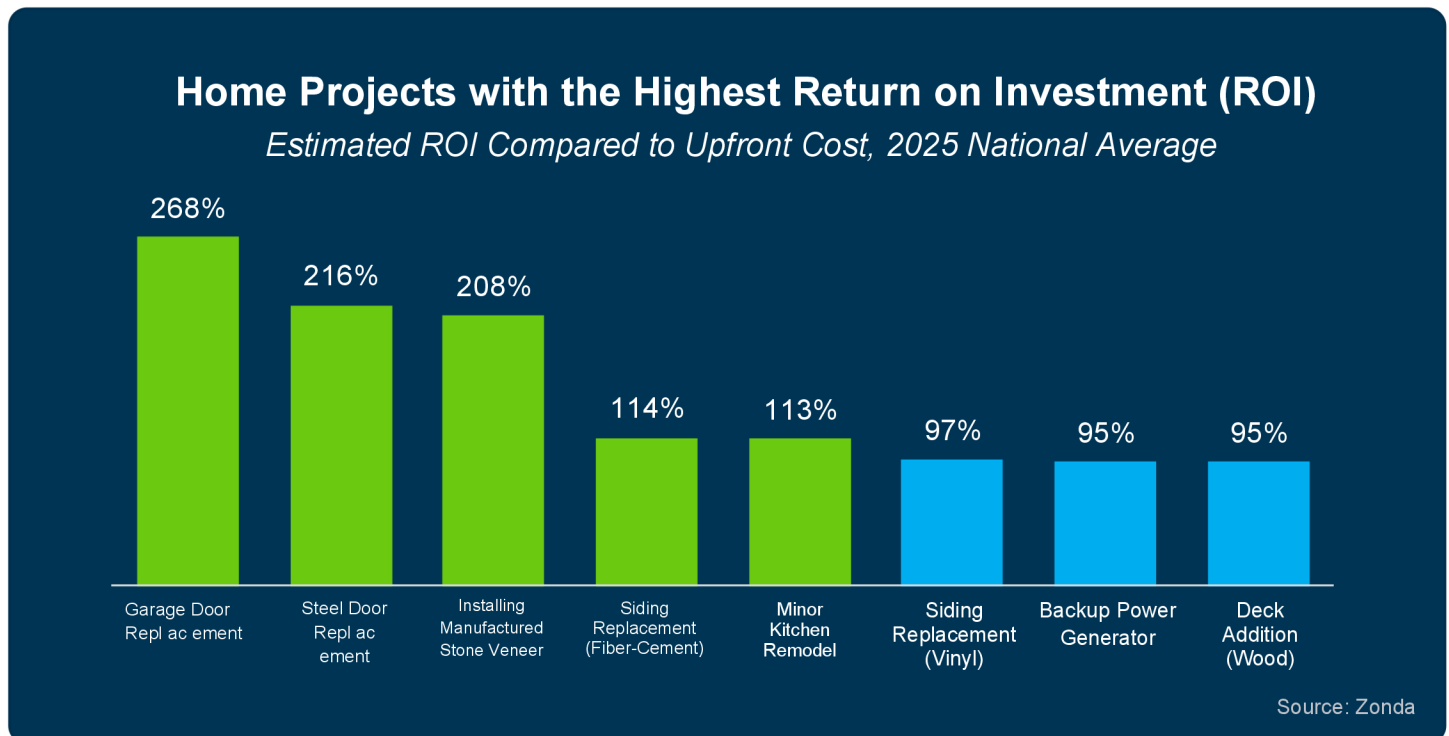
**Let's have a quick conversation about your home before you make that call.**

# Home Upgrades That Actually Pay You Back When You Sell

*Planning to sell? Buyers have more homes to compare yours against now than they did a few years ago. It's worth putting in the work to make yours stand out. The key is spending on the right things — and that's exactly what return-on-investment (ROI) data helps you figure out.*

## Which Projects Tend To Pay Off

Each year, Zonda tracks which home improvements return the most value at resale. The results can catch sellers off guard. The green bars in the graph below show the updates with the strongest potential return based on that research:



What's worth noting is that some of the highest-returning projects on this list are straightforward swaps. Replacing a door doesn't take a contractor or weeks of work.



## Small Updates, Big Visual Impact

Little projects add up. You don't have to spend a lot. You don't have to tackle everything. But in this market, doing nothing at all can put you at a disadvantage. Buyers have more homes to choose from, and a lot of them will go with what's move-in ready.

Think about the things you've been putting off. A front door that needs paint. Scuffs on the wall in the kids' room. Leaves still in the yard. Those details register with buyers. Mallory Slesser, Interior Designer and Home Stager, explains it to the National Association of Realtors (NAR) this way:

**"If you're looking for affordable updates that pack a punch, dollar for dollar, I would say painting; changing out light fixtures; changing out hardware; maybe new draperies or window treatments. Those are all cost-effective ways to make a big statement. It really changes the space."**

When buyers aren't distracted by a mental list of projects, they focus on the home. That focus translates to stronger offers. Buyers regularly pay more for homes that feel maintained, updated, and ready to move into.

## This Information Is a Starting Point, Not a Strategy

**National data is a guideline. Buyer preferences shift by location, price point, and neighborhood.** A project that adds clear value in one market might be unnecessary in yours. That's why the first conversation should always be with a local real estate professional before you start spending. An experienced agent helps you answer:

- Which updates do buyers in your market actually expect?
- What can you skip without it hurting your sale?
- Where will a small investment make the biggest impact?

**That kind of guidance keeps you from over-improving in the wrong areas and under-preparing where it counts.**

### Bottom Line

Not sure where to start? Let's talk through what makes sense for your specific home. A short conversation can help you zero in on the updates worth making.

What's one upgrade you've been thinking about — and wondering whether it's actually worth it?

# Your Equity Could Change Everything About Your Move

*Already own a home? You might be hesitant to sell because you don't want to give up your current mortgage rate and take on a higher one. But your move may be far more financially workable than you think — and that comes down to how much your home has grown in value. That one figure could reshape how you think about your next move.*

## The Hidden Wealth of Homeownership

Here's how equity works. Every month you make a mortgage payment, you're paying down what you owe. That increases your ownership share of the property. At the same time, home values generally rise over time, which adds to what the home is actually worth.

Put those two things together and you're building financial strength automatically, month after month and year after year.

That built-up equity can have a real impact on your next move. And for many homeowners, the number is larger than they'd expect. According to Realtor.com:

**"Nearly half (45.2%) of today's homeowners have lived in their home for more than 15 years, and 1 in 4 for over 25 years."**

If that sounds like you, think about what 15 to 25 years of payments and appreciation have done to your financial position. It's worth finding out exactly where you stand.



## What That Really Means in Dollars

The chart on the next page draws on research from Realtor.com to estimate how much equity homeowners have accumulated based on when they purchased. Each time frame is modeled using the median-priced home as the baseline.

**Take a look at the numbers for yourself.**

According to the study, if you bought the average-priced home in...

- **The mid-90s:** You could be sitting on over **\$400,000 in equity now.**
- **The early 2000s:** You could have over **\$330,000**, even having owned through the housing crash.
- **In 2015:** Even with that shorter window, many homeowners have already accumulated close to \$285,000 in equity.

## Real Examples of How Homeowners Gain Equity Over Time

*Factoring in Purchase Price, Price Growth, and Monthly Payments*

Purchase Year	Purchase Price	Down Payment (20%)	Principal Paid/Down	Value Gained	Total Equity
1995	\$ 114,600	\$ 22,920	\$ 91,680	\$ 320,700	\$ 435,300
2005	\$ 229,000	\$ 45,800	\$ 84,317	\$ 206,300	\$ 336,417
2015	\$ 236,300	\$ 47,260	\$ 38,476	\$ 199,000	\$ 284,736

*\*Estimates based on the purchase of a median-priced home*

Source: Realtor.com

Your actual number will vary based on your purchase price, improvements you've made, your original down payment, and other factors. But the larger point stands — a lot of homeowners are holding hundreds of thousands of dollars in equity. That can offset nearly every concern about making a move right now.

- **Worried about higher mortgage rates on your next home?** Your equity can cover a meaningful down payment. The more you put down, the less you're financing at today's rates.
- **Ever considered buying your next home in cash?** Depending on your equity position, that may be within reach. A cash offer is attractive to sellers because it removes the risk of financing falling through close to the finish line.

## Bottom Line

If you haven't taken a close look at your home's value this year, let's connect and do that together. You don't have to be ready to sell. But knowing what you're working with — and how far that equity could take you — is worth having.



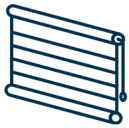
For many American homeowners, their house is their biggest financial asset. **Over the past few years, rising property values and steady mortgage payments may have helped you build a significant cushion of equity.**

Yahoo Finance

# A Checklist for Selling Your House

As you get ready to list your home, use this as a starting point. Your agent will also walk you through anything specific to your situation.

## Make It Inviting



- Open blinds or curtains to let the light in



- Check lightbulbs and replace as needed



- Takedown personal photos or items



- Declutter throughout



- Give every room a clear purpose

## Show It's Cared For



- Clean your vents and baseboards



- Vacuum, mop, or sweep floors



- Fix anything that's broken



- Organize countertops, cabinets, and closets



- Touch up any scuffs on the walls

## Boost Curb Appeal



- Powerwash outdoor surfaces



- Wash the windows (inside and out)



- Tidy up the landscaping



- Freshen up your entry



- Sweep patios, decks, and walkways

# The #1 Regret Sellers Have When They Don't Use an Agent

*Ask homeowners who sold without an agent what they wish they'd done differently. The most common answer? They didn't price their home right for the current market.*

Data from the National Association of Realtors (NAR) confirms this is the hardest part for sellers who go it alone. And it makes sense that pricing lands at the top of the list. Setting a price isn't as straightforward as pulling up an online estimate or looking at what the house down the street sold for last year. It requires real knowledge of:

- What buyers in your area are actually willing to pay right now
- What comparable homes nearby are genuinely selling for
- The condition of your specific property
- How much demand exists in your neighborhood

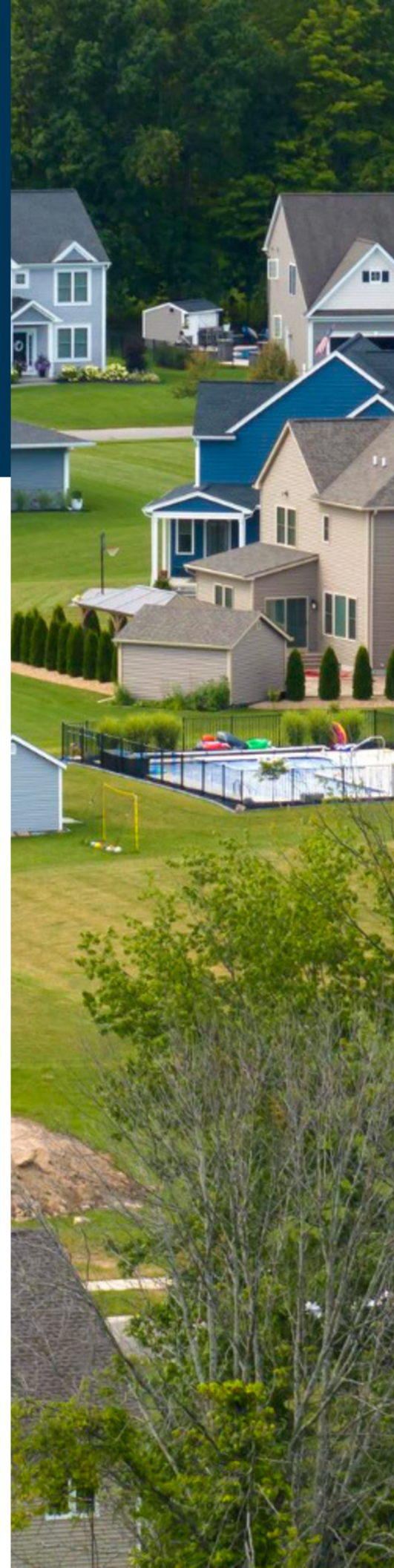
Without that foundation, it's easy to aim too high — especially now that buyers can afford to be selective. And in this market, that mistake will cost you.

## Overpricing Isn't a Small Mistake

Your listing price is a big part of a buyer's first impression. Price it too high and the reaction is swift. Buyers who feel you're asking too much will move on without scheduling a showing.

Fewer showings produce fewer offers. And fewer offers usually force a price cut to bring buyers back. That's happening with increasing frequency, particularly on homes sold without a professional.

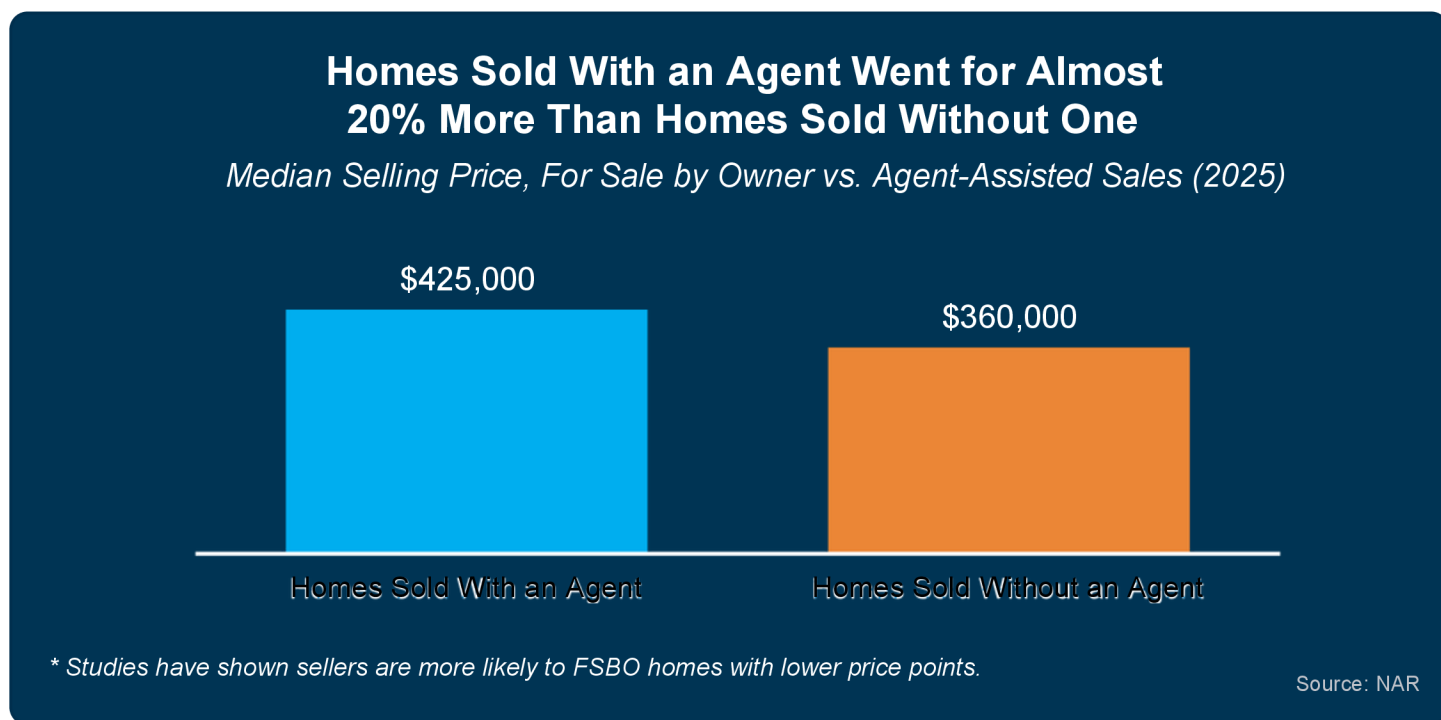
**The same NAR report shows most homes sold without an agent (59%) required at least one price reduction.**



The trouble is, a price cut doesn't always fix the damage. It can pull in bargain hunters rather than confident, qualified buyers. Many buyers interpret a price drop as a signal that something is wrong with the property, and that perception pushes them away too.

### The Part Sellers Don't See Coming

By the time a home that was overpriced finally closes, the seller often nets less than they would have with the right price from day one. The data backs this up clearly. NAR data shows homes sold with an agent go for nearly 8% more than homes sold without one:



Agents don't add value through magic. They get results because they have the knowledge to get it right — the price, the prep, the presentation, and the paperwork. Get all of that right from the start and you're set up to walk away with as much as the market will give you.

So even though selling without an agent feels like it should save money, the evidence points the other direction. Going it alone tends to mean selling for less. For a lot of sellers, that one fact changes the whole calculation.

### Bottom Line

**Right now, the biggest risk of selling without an agent isn't the paperwork or the process.**

It's the price. And once you've mispriced a home, course-correcting is hard.

If you want to understand what your home would realistically sell for in our market today, let's talk. A quick pricing conversation now can prevent a bigger problem later.

# Key Reasons To Hire an Agent When You Sell



## Industry Experience

We know the housing market inside and out and understand the full process from start to finish.



## Expert Insights

We break down what today's market conditions actually mean for your sale — plainly and clearly.



## Pricing and Market Value

We help you land on the right listing price using real data, and can also guide you on pricing for your next purchase.



## Contracts and Fine Print

We handle the required disclosures and documentation so nothing gets missed in a heavily regulated process.



## Marketing and Exposure

We put your home in front of more buyers using proven marketing tools and professional networks.



## Negotiation Experience

We represent your interests throughout every round of negotiation with buyers, agents, and other parties in the transaction.

# Let's Chat.



## SPRING 2026 EDITION

Have questions about something in this guide or about buying a home in general? Reach out anytime.

Whether it's a question about the market or something specific to your situation, we've helped buyers across the Willamette Valley find success — and we can do the same for you.

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