

OHIO JOURNAL

December
2025

OF REAL ESTATE & BUSINESS

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Navigating the Federal & Ohio
Real-Estate Legal Landscape

**Skill Beats Luck With
a Dash of Grit**

Kim Luckow
Berkshire Hathaway
HomeServices Professional Realty

**Rooted in Ohio:
Why 2026 Will Be the
Year of Strategic Growth**

Kayla Carosella
Lokal Real Estate

**Looking Ahead:
Real Estate and Design
Trends to Watch in 2026**

Maureen Lunne
West Parke Homes



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Akron JAN 14	Cincinnati/Dayton FEB 3	Akron MAR 11
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OF REAL ESTATE & BUSINESS

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Letter from Leadership

Dear Friends,

We're with you, it's hard to believe 2025 is nearly over and 2026 will be here before we know it! As you enjoy the festivities this season, we encourage you to set aside time to celebrate with those who helped you find success in 2025.

As we turn the page to a new year, our December issue is dedicated to a **market update for 2026**, offering insights and forecasts to help you start the year informed and inspired. From strategic growth opportunities to emerging trends in real estate and design, this edition is packed with forward-looking perspectives to support your planning and decision-making.

Wishing you a safe and happy holiday season!

Sincerely,



Tina Lapp

Tina Lapp
President
Hondros College



Rooted in Ohio: Why 2026 Will Be the Year of Strategic Growth

2026 MARKET FORECAST AT A GLANCE

- **Home prices:** Projected growth of 3–5% statewide
- **Inventory:** Expected increase of 8–10%, led by suburban and rural markets
- **Interest rates:** Stabilizing between 6–6.5% by mid-year
- **Rental market:** Continued double-digit rent growth in secondary cities
- **Top opportunity:** Specialization. Agents who focus on relationships, niches, and systems will outperform generalists

If the past few years have taught Ohio real estate professionals anything, it's that growth doesn't just happen, it's earned.

We've weathered high interest rates, tight inventory, and buyer fatigue. Yet through it all, Ohio's market has proven something powerful: we are resilient, adaptable, and rooted in long-term opportunity.

As we head into 2026, I see a year not defined by volatility but by intention. This isn't a rebound; it's a redefinition. 2026 will be the year of

strategic growth, for agents, teams, and brokerages willing to align structure, story, and execution.

1. THE GROUNDWORK IS ALREADY IN MOTION

The 2025 data tells a steady, encouraging story.

Inventory is slowly expanding across the state, giving buyers more options while keeping pricing realistic. Statewide home values have risen around 3–4%, rents are climbing in double digits, and new industrial and infrastructure investments continue to drive local economies from Cleveland to Columbus.

This market isn't overheated, it's balanced. And balance is exactly what allows disciplined professionals to grow.

2. THE STRATEGIC GROWTH FRAMEWORK

The agents who'll lead 2026 won't be the loudest. They'll be the most focused.

Here's the formula I live by, rooted in both Ninja Selling and the 4 Disciplines of Execution (4DX):

Structure — Systems Create Stability

We teach our agents that freedom comes from structure. Consistent lead measures — calls, notes, pop-bys, follow-ups — create predictable results. Systems are what allow creativity and calm to coexist.

Story — Connection Creates Trust

In a data-driven market, the human element wins. Buyers and sellers don't want to be sold; they want to be guided. Authentic marketing, genuine connection, and clarity in communication are how we earn loyalty in 2026.

Scale — Grow with Purpose, Not Pressure

The goal isn't to do more; it's to do better.

At Lokal, we apply 4DX every week:

1. Focus on the wildly important goals.
2. Act on lead measures.
3. Keep a visible scoreboard.
4. Create a cadence of accountability. That rhythm (not luck) is what turns good agents into great ones.

continued on page 8

Looking Ahead: Real Estate and Design Trends to Watch in 2026

As someone who lives and breathes both home design and real estate, I've learned that the two are inseparable. The homes that sell the fastest—and for the highest value—are the ones that not only photograph beautifully, but feel intentional, livable, and timeless once you step inside.

Here in Ohio, particularly in the Dayton, Cincinnati, and Columbus markets, we're entering a season of recalibration. After several years of rapid growth and fluctuating interest rates, home prices are stabilizing while buyer expectations continue to evolve. Sellers who take a thoughtful, design-driven approach are still finding strong demand—especially when they focus on quality, energy efficiency, and character.

1. A MARKET FINDING ITS BALANCE

Ohio's housing market remains resilient heading into 2026. While home values are expected to hold steady, affordability continues to be a key concern. Rising insurance costs, moderate interest rates, and limited inventory are encouraging buyers to be more selective and strategic.

Buyers are looking for *value*—not necessarily the lowest price, but homes that feel “move-in ready” and require little additional investment. Sellers who focus on staging, condition, and curb appeal are outperforming those who don't. In this climate, design and presentation are often the difference between sitting on the market and selling at asking price—or above.

2. A SHIFT TOWARD “LIVABLE LUXURY”

Today's Ohio buyers want sophistication and comfort. I call it “livable luxury”—homes that are elegant, functional, and family-friendly. Think soft, layered

neutrals, performance fabrics, natural stone countertops, and vintage accents that add soul to a space. Families moving within the state or relocating from higher-cost markets are prioritizing quality finishes and durable materials over square footage. The result: homes that feel refined, but never fussy.

3. SMART, SUBTLE SUSTAINABILITY

Energy efficiency remains top of mind in Ohio's four-season climate. Buyers are looking for updated HVAC systems, energy-efficient windows, and well-insulated attics—features that not only reduce utility costs but signal thoughtful maintenance.

Even smaller details, like energy-efficient window treatments, are becoming selling points. Layered draperies or cellular shades that improve insulation can boost comfort and lower energy bills year-round. These upgrades are especially appealing to younger buyers focused on sustainability and long-term savings.

4. THE RETURN OF WARM WHITES AND CLASSIC TONES

After years of cool grays, warmth is making its return. My go-to shade, *Greek Villa* by Sherwin-Williams, captures the look perfectly—soft, creamy, and timeless. Buyers crave rooms that feel welcoming and layered, with beige, olive green, and honey-toned wood replacing stark minimalism. In older Ohio homes, especially those with character-rich architecture, these palettes enhance natural light and create a sense of calm that today's buyers value deeply.

5. SPACES THAT DO MORE

Flexibility continues to drive design

choices. Ohio homeowners are using every square foot intentionally—home offices that double as guest rooms, basements that function as gyms and play areas, or mudrooms that cleverly store seasonal gear.

As both a broker and designer, I love helping clients reimagine their spaces for maximum function and appeal. These multi-use areas often photograph beautifully and resonate with families who want homes that adapt to their evolving needs.

6. EMOTIONAL STAGING AND STORYTELLING

In today's competitive environment, staging is about emotion, not just decoration. Buyers aren't simply shopping for a property—they're imagining a life. At West Parke Homes, I work with sellers to create a story through staging: rearranging existing furniture, updating lighting, or incorporating warm textures that evoke comfort. This narrative approach consistently leads to faster sales and stronger offers because buyers connect not just with the home, but with how it feels.

7. THE RISE OF BOUTIQUE REAL ESTATE EXPERIENCES

Homeowners are increasingly seeking personalized, design-driven guidance when preparing to sell. In Ohio's boutique real estate market, clients want a realtor who acts as a consultant—someone who understands both the emotional and practical aspects of a transaction. At West Parke Homes, we combine local market expertise with a design eye to help sellers make smart, cost-effective updates that drive higher returns.

continued on page 8

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3. WHAT'S AHEAD FOR 2026

Vector	Forecast	Strategic Takeaway
Prices	3–5% appreciation statewide.	Focus on sustainable deals, not speculation.
Inventory	8–10% increase.	Build strong seller relationships now.
Buyer Demand	Re-emerging confidence, especially first-time buyers.	Educate early — clarity creates commitment.
Investment/Rentals	Strong, driven by workforce housing.	Layer property management or investor education into your business model.
Local Economy	Manufacturing and logistics leading growth.	Watch development zones — opportunity follows industry.

Ohio's affordability, central location, and community-driven markets will continue to attract both buyers and investors. The chaos is fading. Clarity is coming.

4. HOW THE TOP 10% WILL WIN

In 2026, the best agents will:

- **Stay coachable.** The ones who train like pros perform like pros.
- **Track lead measures.** Progress is built in the daily disciplines.
- **Deliver consistently.** Trust is the new marketing.

Success won't be about luck; it'll be about living on purpose.

5. LOKAL'S 2026 VISION

At Lokal Real Estate, our focus is simple: *rooted growth that lasts.*

We're helping agents identify their "wildly important goals," building scoreboards that keep progress visible, and creating a cadence of accountability that keeps everyone in flow.

Our mission remains: to serve our clients, grow our people, and elevate our community...one intentional action at a time.

THE BOTTOM LINE

2026 isn't a waiting game. It's a *working plan.*

The agents who plant roots in systems, skillsets, and service will see the kind of growth that lasts far beyond a market cycle.

Because when you're grounded in purpose, disciplined in execution, and committed to your people...

Growth isn't just possible it is inevitable.



KAYLA CAROSELLA

Owner | Lokal Real Estate
Rooted in Ohio. Focused on You.



MAUREEN LUNNE

Broker & Interior Designer
Founder of West Parke Homes

Looking Ahead: Real Estate and Design Trends to Watch in 2026 continued from page 6

8. AI MEETS REAL ESTATE— BUT THE HUMAN TOUCH STILL MATTERS

Artificial intelligence is reshaping how agents price, market, and communicate. Tools like predictive pricing algorithms and AI-generated listing descriptions are improving efficiency, but they'll never replace human intuition. Technology can identify comps—but it can't walk into a home and sense its warmth, layout, or potential. I use AI as a tool, not a substitute—for insight, not instinct.

About the Author

Maureen Lunne is the founder of West Parke Homes, a Dayton-based real estate and design firm specializing in helping clients prepare, stage, and sell their homes for maximum return. With a background in interior design and property styling, she offers a boutique, consultant-style approach to real estate—combining aesthetics, strategy, and deep local expertise. Her work emphasizes timeless interiors, energy-conscious updates, and practical design solutions that make every home feel both elevated and lived-in.

Learn more at westparkehome.com.

10 Critical Skills of Real Estate Agents for 2026

You don't necessarily have to possess a specific personality type, come from a particular background, or even have the same goals as the people around you to find success in real estate. It's a wonderful profession for many different kinds of people.

However, despite their differences, successful real estate agents have often mastered similar skill sets that give them an advantage over their competitors. What are those real estate agent skills? Keep reading because we've compiled the ten most important ones for you to build.

KEY TAKEAWAYS

- Effective communication, teaching, punctuality, and personalized client care are essential soft skills for building strong relationships and ensuring client satisfaction in real estate.
- Adapting to new technologies and honing negotiation skills are critical for staying competitive and effectively managing transactions in a constantly evolving market.
- Staying informed about local markets and industry trends and networking with other professionals is vital for positioning yourself as a trusted expert and staying ahead in the real estate industry.
- Ongoing education and professional development are crucial for maintaining your competitive edge, meeting licensing requirements, and ensuring long-term success in the real estate profession.

TOP REAL ESTATE AGENT SKILLS

Here are some skills you can work on to improve your chance of succeeding in real estate. We've divided our list into three subgroups: soft skills, strategic professional skills, and skills related to industry knowledge.



SOFT SKILLS FOR REAL ESTATE AGENTS

Buying and selling houses can be stressful, and it's important for the agent to make sure that the client is feeling supported and happy. Our first four skills center on how to do this.

1. Develop Expert Communication Skills

Every client has a different preferred method of staying in touch. Text? Email? Phone calls? Whatever it is, ask your client at the start of your relationship to ensure you get it right.

Then, make sure you keep your clients informed. Tell homeowners about offers immediately. Inform buyers when a property that meets their qualifications enters the market.

Being able to speak and write are critical soft skills for real estate agents. Use AI or grammar tools to ensure your written communication is effective, and practice speaking with other real estate agents in your brokerage.

2. Grow Your Teaching Skills

When it comes to real estate, you're the expert. Elements of the buying or selling process might seem mundane or second nature to you, but might be entirely foreign to clients new to the industry.

Anticipate what might be confusing to your clients. Go over every detail of the process and contracts. Patiently answer their questions and provide helpful resources.

Also, practice explaining the buying and selling process to your family and friends and improve your patience. You'll get better at explaining things with time.

3. Be On Time

This one may sound simple, but real estate professionals must be punctual for appointments. Whether showing a house to prospective buyers or meeting with clients to discuss a property for sale, arrive at the appointed time. Time management is crucial to ensuring that all your customers walk away satisfied.

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4. Find Your Homegrown Touch

Every agent has a way of showing clients they care. Think of it as your “homegrown touch.”

Some people remember birthdays or special milestones in a client’s life. Some are good at offering clients tips on where to get the best cheeseburger in their new neighborhood or who to call for handyman services.

Whether you show you care by sending pizza to your clients on move-in day or by dropping by with a holiday gift, show them they matter to you. As the saying goes, “People don’t care how much you know until they know how much you care.”

STRATEGIC PROFESSIONAL SKILLS FOR REAL ESTATE AGENTS

As a real estate agent, you must stay organized and be able to negotiate effectively. Here are some professional skills that can help you succeed in this industry and others.

5. Adapt to new technologies

Don’t be afraid of new technology; adapt to it. The tools offered by the real estate tech industry can make staying organized in your job easier!

Go to every tech training your brokerage or local real estate association offers. Attend national events for real estate agents and learn about the best new tools.

6. Hone Your Negotiation Skills

The truth is, you will need to be able to negotiate on behalf of your clients – and with your clients. Real estate commissions have always been negotiable, but more of your clients are aware of this fact following the recent NAR lawsuit settlement.

How are your negotiation skills? Most agents, regardless of experience level, could benefit from real estate negotiation training. Sign up for professional development in negotiation through RENI – the Real Estate Negotiation Institute.

INDUSTRY KNOWLEDGE SKILLS FOR REAL ESTATE AGENTS

You have to know a lot to be a real estate agent. But, unlike some professions, the knowledge you need to function as a real estate agent constantly changes. Real estate regulations and laws may affect the contracts your clients must sign and the rules you must follow when listing a home for sale.

Here’s how to stay current in the real estate industry.

7. Stay abreast of what’s happening in your local market

Real estate professionals have a better chance of success when they have an intimate knowledge of the neighborhoods in which they work. Familiarize yourself with local schools, new zoning laws, bylaws, local businesses, bus routes, and other essential elements for people moving in, out, or within your neighborhood. This way, you can position yourself as a local market expert your clients can trust—not just an outsider looking to profit from a transaction.

8. Stay updated on industry trends

Stay updated with what’s happening in your industry, including mortgage rates, laws that affect real estate agents, and everything in between. The best way to do this is to read trade publications on a daily basis.

9. Network with other professionals

Networking is crucial for expanding your client base and becoming familiar with your community. However, networking with your competition can also help you stay current on local real estate happenings. Meet periodically with other agents, builders, mortgage professionals, and other industry-related professionals.

10. Continue your education

The best in their field are always learning. Of course, you must take continuing education courses to fulfill your state’s licensing requirements. However, it’s critical that you take your coursework from a real estate school that offers helpful content and advice. Hondros College has provided quality real estate classes in Ohio for decades. Whether you still need to earn your license or are shopping around for the best deals on real estate continuing ed, you can depend on Hondros College.

Hondros College is proud to partner with RENI – the Real Estate Negotiation Institute. RENI offers two negotiation certifications designed for real estate agents of every experience level and is the #1 real estate negotiation training program in North America. Learn more about this program and sign up today.

Become your region’s go-to luxury real estate agent by earning a certification from the **Institute of Luxury Home Marketing**, which offers three designations for those interested in expanding into the high-end market.

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The Unique Value of Luxury Real Estate Data:

Unveiling the Essence of the High-end Market

The luxury real estate market exudes an aura of exclusivity, opulence, and sophistication. With properties that redefine grandeur and elegance, this segment of the real estate industry demands specialized attention and insights. In this digital age, data has emerged as a pivotal factor in unlocking the true potential of the luxury real estate market. By harnessing specific and unique data points, industry professionals can navigate this elite realm with precision and confidence, creating unparalleled value for buyers, sellers, and investors alike.

A valuable data resource at an agent's disposal, whether aiming to enter or enhance performance in the luxury market, is the Luxury Market Reports provided by The Institute for Luxury Home Marketing. These reports offer a

wealth of information that assists agents in comprehending, analyzing, and effectively marketing to high-net-worth buyers, sellers, and investors. Every year, The Institute releases a comprehensive report that provides a clear retrospective to the previous year's market trends and offers insights into its future direction. Additionally, monthly, both national and individual market reports are published, delving into current trends specific to each market. These reports equip agents with the necessary knowledge to approach their clients with confidence and expertise.

Highlights from the latest North America Monthly Luxury Market Report can be seen below. For the full report, scan the QR code below.

Luxury Monthly Market Review

A Review of Key Market Differences Year over Year

September 2024 | September 2025

SINGLE-FAMILY HOMES

	September 2024	September 2025
Median List Price	\$1,500,000	\$1,512,500
Median Sale Price	\$1,302,500	\$1,340,626
Median SP/LP Ratio	98.19%	97.99%
Total Sales Ratio	20.98%	21.20%
Median Price per Sq. Ft.	\$404	\$406

Median prices represent properties priced above respective city benchmark prices.

	September 2024	September 2025
Total Inventory	69,560	79,283
New Listings	22,216	24,475
Total Sold	14,592	16,810
Median Days on Market	27	35
Average Home Size	3,201	3,260



SINGLE-FAMILY HOMES MARKET SUMMARY

September 2025

- Official Market Type: **Seller's Market** with a **21.20% Sales Ratio**.¹
- Homes are selling for an average of **97.99% of list price**.
- The median luxury threshold² price is **\$900,000**, and the median luxury home sales price is **\$1,340,626**.
- Markets with the Highest Median Sales Price: **Pitkin County** (\$11,800,000), **Telluride** (\$5,612,500), **Paradise Valley** (\$4,138,717), and **Eagle County** (\$4,125,000).
- Markets with the Highest Sales Ratio: **Cleveland Suburbs** (73.30%), **Silicon Valley** (65.70%), **Central Connecticut** (57.60%), and **San Francisco** (57.50%).

¹Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100%, sales from previous month exceeds current inventory. ²The luxury threshold price is set by The Institute for Luxury Home Marketing.

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For the full report,
scan the QR code.



The Ultimate Holiday Guide for Real Estate Agents

YOUR HOLIDAY MARKETING PLAYBOOK: WHAT WORKS AND WHAT DOESN'T

This practical guide offers clear direction for real estate professionals on how to navigate the holiday season with professionalism and purpose. It highlights ways to stay visible, strengthen relationships, and end the year on a high note, without missing key opportunities or making seasonal missteps.

THE DO'S

The holiday season is more than a celebration – it's a moment for connection, reflection, and positioning. The most successful luxury professionals use this time to blend communication with strategy, showing gratitude while staying visible and laying the groundwork for next year's opportunities. Here are six key "Do's" to help you make the most of this holiday season.

Personalize your Outreach:

Send handwritten holiday notes, custom gifts, or elegant e-cards tailored to each client's personality or past purchase. Affluent clients value thoughtful, personal gestures, not mass messages. This builds emotional connection and keeps you top-of-mind going into the new year.

Host an Appreciation Event:

Small, curated gatherings such as a private wine tasting, charity dinner, or design preview, can create memorable touchpoints with clients, partners, and prospects. Keep it exclusive and meaningful.

Give Back Locally:

Engage in a community event. Collaborate with local artisans, jewelers, or hospitality brands for co-branded holiday experiences or charitable initiatives. Share your event with your audience - because affluent clients value social responsibility.

Reconnect with Past Clients and Referrals:

The holidays are a natural reason to re-engage. A warm, non-sales call or message to wish them well helps maintain meaningful relationships. People remember professionals who stay in touch for the right reasons.

Highlight Year-End Opportunities:

The holidays often align with financial and tax planning for affluent clients. Showcase the potential benefits of year-end property purchases, portfolio diversification, or even investment in properties needing renovation before the next market cycle.

Share Year-End Market Insights:

Publish a brief but data-backed Luxury Market Year in Review. Highlight key trends, shifts in affluent behavior, and opportunities for early 2026. This positions you as an informed advisor, not just an agent.

THE DON'TS

Equally important to what you should do is knowing what to avoid. Here are six "Don'ts" to help protect your brand integrity and maintain a polished presence during the holidays. This time of year presents both opportunities and pitfalls. In the luxury real estate world, where perception, discretion, and authenticity define success, even a small misstep can quietly undermine months of effort. Approach the season with poise, purpose, and consistency (your brand's reputation may depend on it).

Don't Disappear:

Taking a well-deserved break is healthy, but going silent for weeks can signal inconsistency. Stay lightly present with scheduled posts, automated replies, or curated touchpoints that keep your professionalism visible.

Be Careful of Overpromotion:

Pushing yourself or listings too aggressively during the holidays can feel tone-deaf. Instead, focus on relationship-building and storytelling. This might be a better time to connect, not to pressure.

Beware of Cultural Sensitivity:

The luxury market is global and diverse. Ensure your holiday messaging is inclusive and culturally aware. A refined professional understands that respect for different traditions is part of what defines modern luxury service.

Gift Giving should not be a Marketing Tactic:

Philanthropy is powerful but authenticity matters. Engage in charitable giving or community initiatives because you care, not because it's a marketing opportunity. Clients can tell the difference.

Avoid Over-Themed Marketing:

Do not overdo the holiday theme in your marketing. Snowflakes, bows, and tinsel may work in retail but not luxury branding. Keep your visual presentation sophisticated and consistent with your year-round aesthetic.

Don't let your Brand Go Dormant:

Even during downtime, keep your brand visible through thoughtful, gratitude-driven messaging or insight posts. Refined consistency builds long-term trust.



DIANA WEIR

General Manager

The Institute for Luxury Home Marketing

2026 Housing Market Forecast.

Skill Beats Luck With a Dash of Grit.

After years of market chaos, 2026 might be the year that is what we used to call "normal." But don't mistake "normal" for "easy." This will be a year where the cream rises to the top and agents who rely on luck instead of skill will struggle.

THE REALITY CHECK.

Let's be honest, economic headwinds are real. Inflation concerns persist, consumer confidence remains shaky, and political uncertainty has people holding their wallets tight. Many potential buyers and sellers are sitting on the sidelines, waiting for clearer signals about where the economy is headed before making what's likely their biggest financial decision.

The good news? Mortgage rates are expected to ease into the mid-6% range, possibly dipping into the high 5%s as the year progresses. That's not cheap by recent historical standards, but it may be enough to nudge frozen buyers and sellers back into action.

The forecast? Prices stay mostly flat. Any increases or small decreases will be felt in pockets, not more broadly. Inventory is expected to rise slowly, but still below historical norms. Units will remain flat unless consumer confidence rebounds and the rates dip. Any inflation surprise or economic shock could stall progress.

This isn't a boom market. It's a grind-it-out market.

WHY THIS FAVORS THE BEST AGENTS?

Here's where it gets interesting for real estate professionals. When markets slow down, skill matters more than ever. During the frenzy of recent years, almost anyone could close deals. Hot markets rewarded being in the right place at the right time. But 2026 will reward something different: expertise, relationships, and hustle.



Think about it. Pricing strategy becomes critical when homes sit longer on the market. Client education separates you from agents who just unlock doors. Negotiation skills matter when buyers have options and sellers have anxiety. Your database becomes gold and word-of-mouth referrals will outperform random internet leads any time, but especially in balanced markets.

2026 is the year when quality agents separate from the pack. The ones who stayed in touch with past clients, who understand local micro-markets, who can explain rate impacts and timing strategies.....those are the agents who will thrive.

WHAT YOU SHOULD DO NOW?

Master the fundamentals. If you've been coasting on a hot market, it's time to sharpen your skills. Study pricing comps. Practice your listing presentation. Learn how to counsel anxious clients through uncertain times. Follow the data obsessively. National trends only tell part of the story. Know your local inventory levels, average days on market, and how rates are impacting buyer behavior in your specific area.

Nurture your network. The best leads in 2026 won't come from the leads you bought online. They'll come from past clients, sphere of influence, and referrals. Stay visible. Stay helpful. Stay top of mind.

Be the steady voice in the room. Your clients are nervous about the economy. They're worried about making the wrong move. Your job is to be the calm, informed expert who helps them make smart decisions, not to hype them into transactions they're not ready for.

THE BOTTOM LINE.

2026 won't be a banner year for real estate. It probably won't even be particularly exciting. But for agents who treat this as a profession and not just a side hustle, it will be a year of opportunity.

The market is separating the serious from the casual. Rate cuts may provide a tailwind, but they won't do your job for you. Success in 2026 will come down to skill, consistency, and client relationships.

In other words: the best agents won't just survive 2026, they'll own it.



KIM LUCKOW

Chief Operating Officer (COO)
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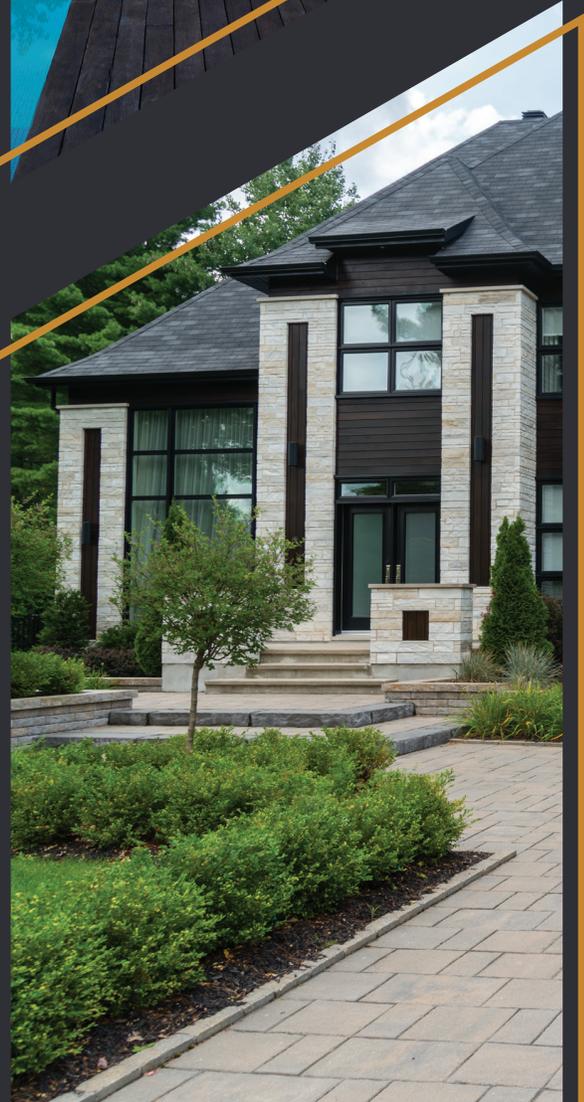
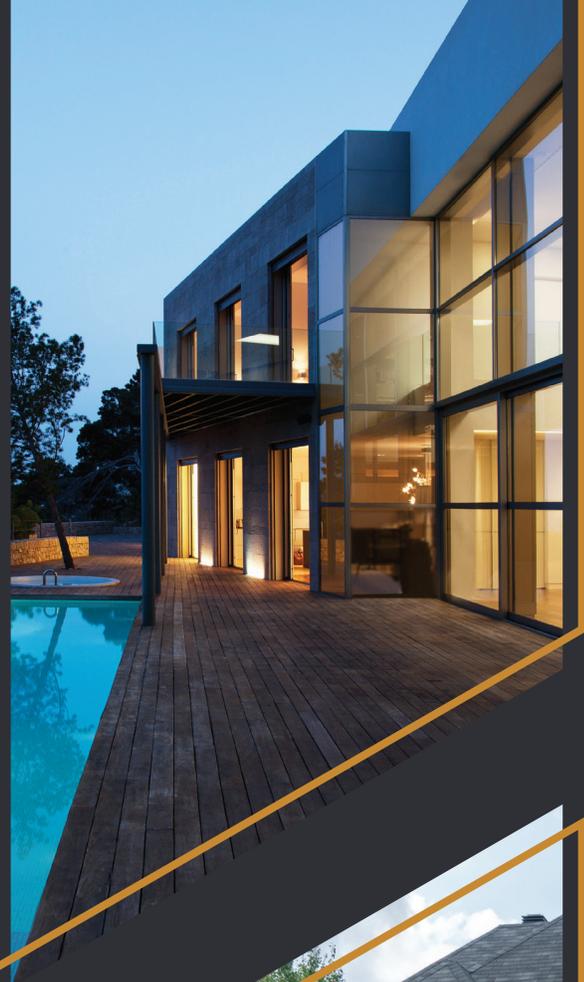
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Monday-Thursday
8:00am – 5:35pm

12 Weeks – Evening Program

Tuesday and Thursday
6:00pm – 10:30pm

6 Weeks – Weekend Program

Saturday and Sunday
8:00am – 5:35pm

Cleveland South/Independence

3 Weeks – Weekday Program

Monday-Thursday
8:00am – 5:35pm

12 Weeks – Evening Program

Monday and Wednesday
6:00pm – 10:30pm

6 Weeks – Weekend Program

Saturday and Sunday
8:00am – 5:35pm

Dayton

3 Weeks – Weekday Program

Monday-Thursday
8:00am – 5:35pm

Cincinnati/West Chester

3 Weeks – Weekday Program

Monday-Thursday
8:00am – 5:35pm

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CNE: Certified Negotiation Expert

Who is this for?

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Time: 2-Day Livestream - 12 hours

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CBAE: Certified Buyer Agent Expert

Who is this for?

Our real estate course is for licensed real estate agents who seek enhanced tools to obtain buyers.

Time: 1-Day Livestream - 6 hours

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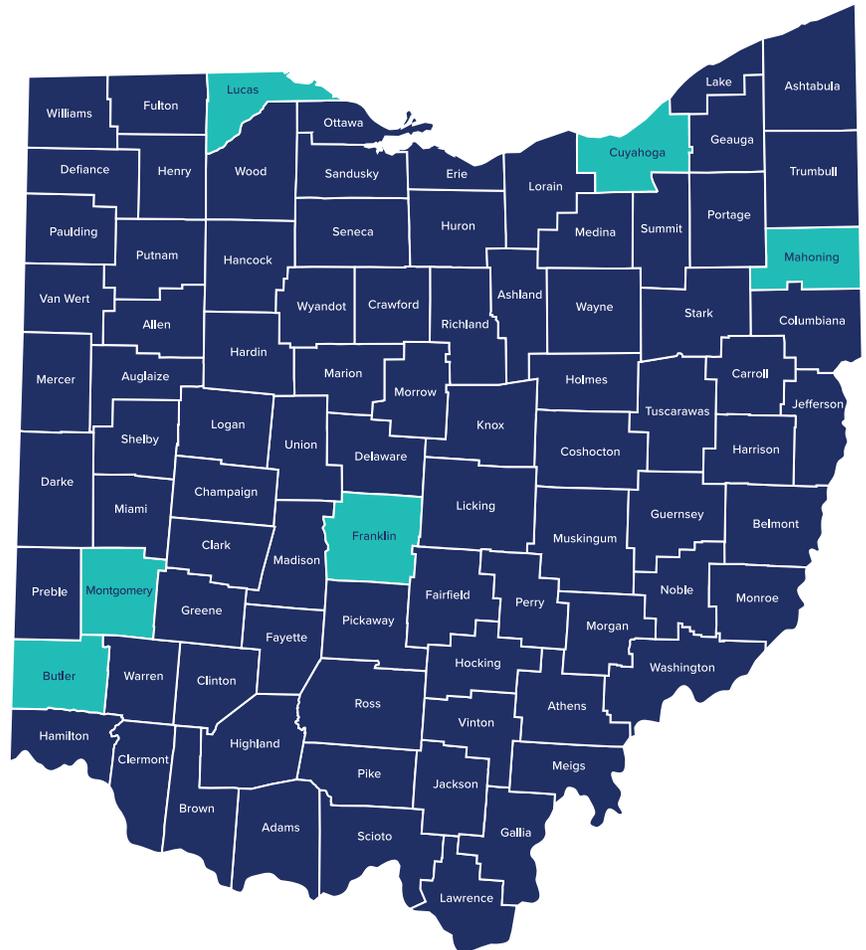
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