

INTRO HOOK (0:00–0:20)

“Right now in {CITY}, some neighborhoods are struggling. Homes are sitting longer... and sellers are walking away with less than they expected.

But at the *same time*, other areas are still moving fast, especially the *right* homes in the *right* locations.

So what’s causing this split?
Where should you actually buy?
And where should sellers be more cautious?

Today, we’re breaking down the five coldest and five hottest markets in {CITY}, so you know exactly where the opportunities are *right now*.

Let’s jump in.”

MARKET CONTEXT — MONTHS OF INVENTORY (0:20–1:45)

“Before we name specific neighborhoods, there’s one number you need to understand first — Months of Inventory, or MOI.

Here’s how it works:

- Under 3 months of inventory → strong seller’s market
- Around 4–5 months → balanced market
- Over 6 months → buyer’s market

Right now, the {CITY} metro is sitting around {X.X months} of inventory, which is {higher/lower} than last year.

Homes are also taking longer to sell. Median days on market is about {XX days}, compared to the rapid-fire years we saw before.

But here’s where it gets interesting...

Some areas are under 3 months — very hot. Others are pushing 6 to 7+ months — very slow.

That gap is massive, and it’s creating two completely different market experiences.”



THE 5 COLDEST MARKETS

OVERVIEW (1:45–2:10)

“These are the areas with the highest inventory, the slowest sales, and the most buyer leverage right now.

Most of these markets are slow because sellers are still pricing like it’s {PAST PEAK YEAR}, or they’re competing against better alternatives.”

COLD MARKET #5 — {AREA + PRICE POINT}

“Cold market number five: {Neighborhood / Area + Price Range}.

These homes are seeing longer days on market and more price reductions.

Most buyers at this price point want move-in ready — not projects. And if they’re not getting that, they’re either passing... or coming in low.”

COLD MARKET #4 — {AREA COMPETING WITH NEW BUILDS}

“Cold market number four: {Area} resales competing with new construction.

Builders are offering incentives — closing costs, rate buy-downs, upgrades. If a resale isn’t priced clearly below those options, it just sits.

If the monthly payment is the same, buyers usually choose brand new.”

COLD MARKET #3 — {OLDER / CENTRAL / OVERIMPROVED AREA}

“Cold market number three: {Area} at higher price points.

We’re seeing buyer resistance, appraisal issues, and pushback on pricing.

Even if the home is beautiful inside, buyers won’t pay premium prices if the surrounding area doesn’t support it.”

COLD MARKET #2 — {LUXURY AREA}

“Cold market number two: {Luxury neighborhood or segment}.

Luxury buyers are extremely selective. Updated homes still move — but dated designs struggle.

At this level, buyers expect turnkey, views, and modern finishes. If one of those is missing, they move on.”

COLD MARKET #1 — {CONDOS / SPECIAL SEGMENT}

“And the coldest market right now: {Condos / High-rise / Special segment}.

High HOA fees, financing limitations, and competition from single-family homes are shrinking the buyer pool.

For the same monthly payment, many buyers choose a house instead.”

TRANSITION (7:30)

“Now, none of this means you should avoid these areas completely. It just means you need to be strategic.

And with that... let's talk about where the market is still hot.”

THE 5 HOTTEST MARKETS

OVERVIEW (7:45–8:10)

“These markets have lower inventory, faster sales, and strong demand — especially from relocators and families.

They win because the value still makes sense.”

HOT MARKET #5 — {ENTRY LEVEL AREA}

“Hot market number five: {Entry-level area under median price}.

These homes are popular with first-time buyers, FHA and VA buyers. When priced right, they move.

The payment still works, and that matters (a lot) in today’s market.”

HOT MARKET #4 — {55+ / LIFESTYLE COMMUNITIES}

“Hot market number four: {55+ or lifestyle communities}.

Many buyers here are cash or large down-payment buyers. They’re less rate-sensitive and more lifestyle-driven.

Demand stays strong because inventory is limited.”

HOT MARKET #3 — {NEWER BUILDS / MASTER PLANNED}

“Hot market number three: {Newer builds / master-planned area}.

Newer construction, good access, and community amenities keep demand high. Clean resales priced close to comps still sell quickly.”

HOT MARKET #2 — {FAMILY MASTER-PLANNED AREA}

“Hot market number two: {Family-oriented master plan}.

Strong schools, parks, shopping, and long-term planning make this a top choice for relocating families.”

HOT MARKET #1 — {TOP PREMIUM AREA}

“And the hottest market right now: {Top premium community}.

Demand comes from locals, relocators, and retirees - all at once. Inventory stays tight, and prices stay strong.”

BUYER & SELLER STRATEGY

(12:50–15:30)

BUYING IN A HOT MARKET

- Be fully pre-approved
- Move quickly
- Focus on the right home, not the cheapest
- Use concessions creatively

BUYING IN A COLD MARKET

- Ask for credits, repairs, or rate buy-downs
- Target stale listings
- Be patient

SELLING IN A HOT MARKET

- Price correctly from day one
- Presentation still matters
- Don't overprice and kill momentum

SELLING IN A COLD MARKET

- You're competing, not just listing
- Fix obvious issues
- Expect negotiation

FINAL THOUGHTS (15:30–END)

“The market isn't crashing.

But knowing whether you're in a hot or cold pocket completely changes how you buy or sell.”

CTA (OUTRO)

“If you’re thinking about buying or selling in {CITY}, reach out to our team, all our info is below.

Now I’m curious — which area surprised you the most?

Drop the neighborhood in the comments and tell me if you think it’s heating up... or cooling off, and I’ll see you in the next video.”