

# Subject: Sell Faster & Protect Home Values in Today's Market with Feng Shui

Dear Home Builder,

The **Florida real estate market** is shifting fast. **Inventory has surged by 43.8% year-over-year**, and builders across the state are slashing prices—some offering **up to \$90,000 in discounts and 5% broker commissions**—just to move homes. With **over 12,000 price reductions last week alone** (1<sup>st</sup> week of February 2025 in Florida)

the question is clear: **How can builders protect home values and avoid deep price cuts?**

One highly effective yet often-overlooked solution is **Feng Shui**.

Buyers are more cautious than ever and creating a **home that feels right** can be the difference between a lingering listing and a quick, full-price sale.

## How Feng Shui Can Help You Sell Faster Without Cutting Prices

**Increase Buyer Confidence:** Homes with strong Feng Shui principles resonate **emotionally and intuitively**, reducing buyer hesitation.

**Attract High-Intent Buyers:** Many key demographic groups—including **millennials, international buyers, and high-net-worth investors**—actively seek Feng Shui-friendly homes.

**Reduce Negative Selling Points:** Subtle yet powerful adjustments can **neutralize bad layouts, enhance curb appeal, and improve first impressions**.

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**Differentiate Your Homes:** Properties marketed as **Feng Shui-enhanced** stand out in MLS searches and receive more attention.

### **The Market is Shifting—Now is the Time to Act**

- **Inventory levels have reached a 7.4-month supply—well into buyer’s market territory.**
- **Over 2,500 deals fell through last week alone** due to affordability and financing issues.
- **Florida’s migration trends are reversing, with more residents leaving than arriving** for the first time in modern history.
- **Insurance costs are skyrocketing, HOA fees are rising, and affordability gaps are widening.**

### **Our Proven Approach to Feng Shui for Builders & Developers**

**Pre-Sale Feng Shui Evaluations** – Identify small, strategic changes to enhance buyer connection and increase desirability.

**Model Home & Inventory Optimization** – Adjust key energy points, entryways, and layouts to create an inviting, harmonious feel.

**Feng Shui-Infused Marketing** – Position homes as "Feng Shui-friendly" to attract **motivated buyers** and drive higher offers.

### **Let’s Talk Before the Market Shifts Further**

In times like these, **small advantages make a big difference.** We’d love to explore how we can help your properties sell faster, **without price reductions eating into your margins.**

Would you be open to a quick call this week? Let’s discuss how we can **align your homes with the psychology of today’s buyers and turn market uncertainty into an opportunity.**

Looking forward to supporting your success,

**Steve Kodad & Lisa Alban**