



**June 12, 2019** - The days are growing longer, the birds are chirping, and the constant humming of lawn mowers and weed whackers can be heard in the distance – summer is officially here! With the end of the spring housing market and the official kickoff to summer, in this month's newsletter, we are focusing on how to prepare your business for the summer market.

As you probably know, there's a significant upswing in home sales between the spring and summer markets. Just look at the difference in last year's market!

	<b>April 2018</b>	<b>August 2018</b>
<b>Massachusetts</b>	<b>14,083</b>	<b>40,242</b>
<b>Connecticut</b>	<b>8,651</b>	<b>23,272</b>
<b>New Hampshire</b>	<b>4,060</b>	<b>11,561</b>
<b>Rhode Island</b>	<b>2,744</b>	<b>7,372</b>

Now, without further ado, let's explore the ways [The Warren Group](#) can help prepare your business for the summer market.

## **5 WAYS TO PREPARE FOR THE SUMMER MARKET**

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### **KNOW BEFORE YOU GO.**

Do additional property research utilizing RE Records Search to create in-depth property reports that include sales history, mortgage history, liens, and bankruptcy information. Customize your comparables to include For Sale By Owners and other sales transactions, such as foreclosures, that may not be part of your local MLS systems.

[RE Records Search](#)



## STAY ON TOP OF INDUSTRY NEWS.

Review industry news in Banker & Tradesman and The Commercial Record while enjoying your morning coffee. Discuss hot topics with co-workers and potential prospects to keep abreast of changes happening in the real estate, banking, and financial industries.

[Banker & Tradesman](#)

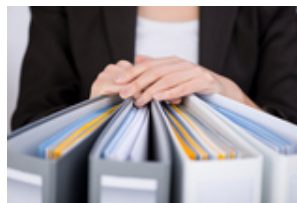
[The Commercial Record](#)



## TRACK MARKET TRENDS.

Become an expert in your area, analyze sales from previous years during the summer and fall markets, and understand when markets slow down and speed up.

[Explore Custom Stats Module](#)



## WORK SMARTER, NOT HARDER.

Prospecting lists and sales history directories are available to be sent weekly or monthly. Implement marketing strategies to coincide with trends in your communities.

[Learn About Property Transfer Reports](#)



## PROSPECT HIGH-QUALITY LEADS.

Just because you may be busy, doesn't mean you should fall behind in prospecting. Marketing Lists give you unmatched access to potential home buyers and sellers.

[Find Your Marketing List](#)



### About The Warren Group

Customers use The Warren Group to identify new business opportunities through access to comprehensive real estate and mortgage data, analytics, and industry news coverage. The Warren Group was established in 1872 and is now in its fourth generation of family ownership and management. It is the publisher of Banker & Tradesman, The Commercial Record and Registry Review.

For more information visit [www.thewarrengroup.com](http://www.thewarrengroup.com)



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