Patty Owens Shares Raleigh Home Selling Strategies as Inventory Expands and Market Conditions Shift

Raleigh REALTOR® Patty Owens explains how pricing, preparation and early market positioning can help homeowners navigate changing conditions across Raleigh and the surrounding Triangle.

Raleigh, North Carolina Oct 4, 2026 (Issuewire.com) - As Raleigh area buyers gain more choices and homes take longer to sell than during the most competitive years of the housing boom, local REALTOR® Patty Owens is highlighting the importance of pricing, preparation and early market positioning for homeowners considering a sale.

Recent Raleigh-Cary housing data shows a market that has become more balanced. Realtor.com reported approximately 6,024 active listings across Raleigh-Cary in August 2026, representing a 6.2% increase from the previous year. Median days on market reached 59 days, up 7.3% year over year. In Raleigh itself, September data showed a median listing price of $449,900, a median sold price of $440,000 and median days on market of 61 days.

For homeowners, the changing conditions mean that the strategy used before and immediately after a property is listed can have a meaningful effect on how the property competes for buyer attention.

Owens, a Raleigh based REALTOR® with Compass, says sellers should evaluate the market at the neighborhood and property level rather than relying only on broad citywide statistics.

“Raleigh is not one single housing market,” said Patty Owens. “The right pricing strategy depends on the neighborhood, the condition of the property, comparable sales, buyer demand and how the home compares with the competition that buyers can see on the market at the same time.”

Owens specializes in listing, buyer representation and relocation and has built a transaction history across Raleigh and surrounding Triangle communities. Homes.com currently reports 105 seller-side transactions for Owens during its five-year reporting period, representing approximately $41.9 million in seller transaction volume.

One recent transaction illustrates the importance of understanding the property and its competitive position. Owens represented the seller of 524 Summer Harvest Court in Cary, which closed on July 16, 2026, for $1.05 million. Homes.com reports the property sold after three days on market. The transaction is also independently documented through Compass and Realtor.com.

For sellers preparing to enter the Raleigh market, Owens recommends focusing on several areas before the property is exposed to buyers.

First, sellers should understand the most relevant comparable properties. A citywide median price does not necessarily describe the value of a particular home, especially in a market where neighborhood conditions can vary considerably.

Second, sellers should address presentation before launch. Buyers have more opportunities to compare homes when inventory is elevated, making photography, condition, repairs, staging and the overall presentation of a property increasingly important.

Third, sellers should establish a pricing strategy based on current competition rather than relying solely on what a property might have been worth during a previous market cycle.

Finally, homeowners should pay close attention to the property's first days on the market. Early buyer response can provide useful information about whether pricing, presentation and positioning are aligned with current demand.

The broader Raleigh market has also become more complex for buyers. Zillow reported a Raleigh typical home value of $428,671 as of August 31, 2026, with a median sale price of $443,583 for July and a median 28 days to pending. Different housing datasets use different methodologies, making property-specific analysis important when evaluating an individual home.

Owens works with homeowners and buyers across Raleigh and the surrounding Triangle communities, including Cary and other Wake County markets. Her areas of experience include residential sales, relocation, luxury homes, first-time buyers, investments, military families and senior communities.

As Raleigh continues to attract new residents, employers and investment, Owens says homeowners should expect the market to remain highly dependent on location, property condition, pricing and buyer demand rather than a single citywide trend.

About Patty Owens

Patty Owens is a REALTOR® with Compass in Raleigh, North Carolina. She specializes in residential real estate, listing services, buyer representation and relocation. Her public transaction profiles document sales across Raleigh and surrounding Triangle communities, including recent transactions in Raleigh and Cary.

Media Contact

Patty Owens
Compass
3800 Glenwood Avenue, Suite 150
Raleigh, NC 27612
Phone: 919-602-0612
Email: patty.owens@compass.com
Website: PattyOwens.com

Media Contact

Patty Owens | Realtor - Compass

*********@pattyowens.com

919-602-0612

3800 Glenwood Ave Ste 150, Raleigh, NC 27612, United States

https://pattyowens.com/

Source : Patty Owens | Realtor - Compass

See on IssueWire