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"Find the home that moves you."

THE 2026 AUSTIN BUYER'S PLAYBOOK • QUICK WINS

10 Things Every 2026 Austin Buyer Should Know

Real, fast value before you dive into the full Playbook — here's what's actually moving the needle for Austin buyers right now.

- 1 The market flipped in your favor**
Austin metro is down ~20-25% from the May 2022 peak (\$550K → ~\$440K), and luxury homes over \$1M are off ~25-30%+ in many areas. The yearly decline has collapsed from -15.5% (2023) to ~-1-3% today — most analysts call the bottom in mid-2026. You're not catching a falling knife, you're catching the floor, with ~4.7 months of inventory and ~67 days on market giving you real leverage.
- 2 You're buying the dip, not the peak**
Many neighborhoods sit well below their 2022 highs. The correction already happened — your timing is the opposite of the buyers who chased 2021–22.
- 3 Date the rate, marry the house**
Don't wait for the perfect rate. Negotiate price and terms now (rates ~6.2%) and refinance later if they drop.
- 4 The 2/1 buydown is your secret weapon**
Ask the seller to fund it — your payment drops the first two years, often at \$0 cost to you.
- 5 Negotiate beyond price**
Credits, repairs, closing costs, and rate buydowns are all on the table again. Lead with clean terms, not just a number.
- 6 Get fully underwritten, not just pre-qualified**
It makes your offer carry real weight and lets you move fast on the right home.
- 7 The best homes never hit Zillow**
Off-market and pocket listings are where the real deals live — work with an agent who's plugged into them.
- 8 Match the neighborhood to your life**
Schools, commute, and lifestyle drive long-term happiness and resale — not just the listing price.
- 9 \$750K buys a very different home by area**
Lakeway vs. Westlake vs. East Austin are worlds apart. Know the trade-offs before you fall in love.
- 10 Your first 30 days after closing matter**
A simple post-closing checklist protects your new investment from day one.

Want the full game plan? Your 2026 Austin Buyer's Playbook goes deep on every one of these — the buydown math, off-market access, neighborhood breakdowns, and the step-by-step path to keys.

Let's find yours. Cell 512-797-0965 • johnny.ronca@compass.com

Book a quick call: calendar.app.google/Mmtr3L3D16VRD7fQ9 • or text PLAYBOOK to 512-797-0965