As Housing Markets Rebalance, South Florida Buyers and Sellers Face a New Real Estate Playbook

Foreclosure.com and real estate professional Justin Himmelbaum examine pricing strategy, buyer leverage, home equity, and opportunities in a changing market.

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BOCA RATON, FL, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- As the U.S. housing market moves away from the extreme conditions of the pandemic-era buying frenzy, South Florida is providing a closer look at what a more balanced market may mean for buyers, sellers, investors and real estate professionals.

In a recent conversation for Foreclosure.com, South Florida real estate professional Justin Himmelbaum and Tim Jones discussed rising inventory, longer selling timelines and changing buyer behavior, and why strategies that worked during the housing boom may not work as well in today's market.

The conversation, The Housing Market Is Shifting: How Buyers, Sellers & Agents Can Win in Today's More Balanced Market", examines a central question for 2026: What should buyers, sellers and agents do differently as the market becomes more balanced?

Pricing Strategy Is Becoming Critical for Sellers
One of the biggest changes discussed is the relationship between listing price and buyer behavior. Himmelbaum argues that sellers need to get ahead of changing market conditions rather than wait for the market to force a price adjustment.

"You need to get out in front of that trend and let the market pick it back up." - Justin Himmelbaum, South Florida real estate professional

That represents a significant change from the COVID-era market, when buyers frequently competed against one another and homes often sold above asking price.

In today's environment, sellers may need to focus more closely on current market value, presentation and pricing strategy rather than relying on what comparable homes commanded several years ago.

Himmelbaum offered a practical example of how that strategy can play out in a changing market:

"If we price it under, I can almost guarantee that it will come up to where it should be. And if we price over, I can almost guarantee you, you will not get what you should have." - Justin Himmelbaum, South Florida real estate professional

More Choice Could Give Buyers More Leverage

For buyers who have been waiting for mortgage rates or home prices to fall, a more balanced market may present a different type of opportunity. Rather than trying to predict exactly when rates or prices will reach their lowest point, Himmelbaum encourages buyers to consider affordability, financing options, the property itself and their expected time horizon.

The conversation also explores home equity and leverage as long-term components of real estate wealth building. With more inventory and longer selling timelines in some markets, buyers may have greater opportunities to negotiate than they did during the pandemic-era housing boom.

Where Could Investors Find Opportunity?

The changing market could also encourage investors and real estate professionals to look beyond traditional listings.

The conversation explores pre-foreclosures, distressed properties, and off-market opportunities as potential areas of interest when market conditions change and property owners have different financial circumstances or motivations.

Importantly, a more balanced housing market does not automatically mean a new wave of foreclosures. Instead, changing conditions can create opportunities for buyers and investors who are willing to look beyond conventional listings and understand the circumstances surrounding a property.

A Local Market With Broader Implications

Real estate remains highly local, but the questions being discussed in South Florida are increasingly relevant nationwide: How should sellers price? How much negotiating power do buyers have? And how should agents adapt when the market no longer strongly favors one side?

For agents, the shift may place greater emphasis on pricing expertise, negotiation, buyer psychology, and strategic guidance.

The Bigger Takeaway
The 2026 housing market may not fit neatly into the traditional categories of "buyer's market" or "seller's market." Instead, increasingly localized conditions are creating different opportunities and different challenges for buyers, sellers, agents, and investors. Himmelbaum also emphasized the importance of taking a long-term view rather than trying to perfectly predict market movements.

"What we know is that you need time in the market, you don't need to time the market." - Justin Himmelbaum, South Florida real estate professional

Read the full conversation which explores how those groups can adapt as the market continues to evolve:
The Housing Market Is Shifting: How Buyers, Sellers & Agents Can Win in Today's More Balanced Market
https://www.foreclosure.com/videos/the-housing-market-is-shifting/

About Justin Himmelbaum
Justin Himmelbaum is a South Florida real estate professional who works with buyers and sellers throughout the region. His perspective in this discussion reflects his experience working with clients in a changing local housing market.

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PR Admin
Blusea Holdings LLC
+1 800-535-6945
email us here
