



YES, IT'S A SELLERS MARKET – BUT BUYERS ARE BEING CHOOSY

If your home isn't light, bright, and move-in ready, don't be surprised when buyers walk right past it.

The Shreveport real estate market is moving – but not for everyone. We're in a seller's market, and if you have the right home, you're in a powerful position. Buyers are active, motivated, and ready to write offers. The catch? They know exactly what they want, and they're not settling.

Today's buyers are walking into homes with a clear picture in their head. They want clean. They want updated. They want light, bright, and airy. And if your home doesn't match that vision within the first few minutes of a showing – they're already mentally moving on to the next listing.

"Dark floors, dark cabinets, and bold-colored walls are stopping buyers in their tracks – and not in a good way."

We're seeing it play out in real time. Homes that fit the bill – updated kitchens, refreshed bathrooms, neutral paint, bright open feel – are flying off the market at full asking price. Homes that don't? They sit. And in a seller's market, sitting is the last thing you want your listing to do.

So what do buyers actually want right now in Shreveport? It comes down to a few key things:

What today's Shreveport buyers want

Light, bright, and airy – neutral walls in white, cream, or soft greige tones

Updated kitchen – even a fresh coat of paint on dark cabinets makes a massive difference

Refreshed bathrooms – clean, modern, and well-maintained

Move-in ready condition – buyers don't want a project, they want to unpack

Clean throughout – spotless showings signal a well-cared-for home

Here's the question we hear from sellers all the time: "Is it really worth it to update before I list?" In this market, the answer is an unqualified yes. We are not talking about a full renovation. We're talking about a can of paint and some elbow grease. Painting dark cabinets white or a warm light tone can transform a kitchen entirely. Swapping out dark, moody wall colors for soft neutrals opens a room up in a way that buyers feel the moment they walk in.

These are relatively small investments that are paying off in a big way – faster sales and full-price offers. That's money back in your pocket at closing, not sitting on the table because a buyer wanted a discount for the work they'd have to do themselves.

A can of paint might be the best return on investment you'll ever make before a home sale."

If you're thinking about selling in the Shreveport-Bossier area and want to know exactly what updates will make the biggest impact on your specific home, let's talk. Every house is different, and a quick walk-through conversation can help you prioritize so you're not spending a dollar more than you need to – while still positioning your home to sell fast and at full price.

The market is on your side right now. Let's make sure your home is too.

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