

# Real Estate **TODAY**



## REALTOR® profile

**Libby Adkins**  
Salesperson/REALTOR®  
Old Colony Realtors



Sara Elizabeth Cloer Adkins (Libby) was born and raised in Welch, WV. She received a great education and made many lifelong friends in her hometown. After high school, she moved to Huntington, WV attending Marshall University. She remains a resident of the area to this day.

Libby serves buyers and sellers as a licensed real state agent with Old Colony Realtors and has for 34 years. The friends, clients and associates she has acquired through the business have brought her true happiness. She gives credit for her success to the excellent training received throughout her years and to her many assistants who have helped over the years.

Her husband is a retired Marshall professor. They share 3 children, 7 grandchildren and 3 great granddaughters. They enjoy entertaining family and friends, reading, playing cards and traveling in their spare time. They attend Pea Ridge United Methodist Church.

She appreciates the family atmosphere her Brokerage provides and the many friends and clients she's had the privilege of serving over her career in the business.



## THE BACK TO SCHOOL EFFECT ON REAL ESTATE

by Shelley Rowe, President, Huntington Board of REALTORS®

As the long, lazy days of summer come to an end, the familiar sights of back-to-school preparations become evident in neighborhoods around our area. People gather school supplies, plan schedules, and anticipate the return of structured routines. For parents, the start of the school year can significantly impact their decisions regarding real estate. Whether it's searching for a new home or considering the investment potential of a property, the back-to-school season plays a crucial role in shaping the real estate market.

As parents prepare for the new school year, they often assess their living spaces to accommodate the evolving needs of their children. Home upgrades and renovations become a popular option, as care givers seek to create designated study areas, playrooms, and bedrooms suited to their children's

changing preferences.

The demand for contractors and interior designers tend to rise during this period, as parents invest in home improvements to ensure they have a comfortable and conducive learning environment. Real estate investors can capitalize on this trend by focusing on properties in need of renovation or expansion, with the potential for increased value once the upgrades are completed.

The back-to-school season also impacts the rental market, as many may seek short-term or long-term rentals close to their desired schools. Additionally, college students looking for off-campus housing contribute to the seasonal demand for rental properties. Also, as schools gear up for the new academic year, many teachers and educators may relocate for job opportunities or to be closer to their workplaces. This

presents a market that real estate investors can tap into. Real estate investors with rental properties can take advantage of this time to market their units strategically. Highlighting proximity to educational institutions such as Marshall University and emphasizing the amenities that can attract potential tenants during the back-to-school rush.

Whether you are looking for a new home or a real estate investor seeking opportunities, understanding the back-to-school effect on the real estate market is crucial. Recognizing these trends and adjusting your approach accordingly can make all the difference in finding the perfect home or maximizing the potential of your real estate investments. Call a **REALTOR** today for help navigating this season!