

REALTOR TOOLKIT

FAQ- Market Conditions

- 1. With the real estate market in a state of free-fall, how can you still believe it's a good time to buy a home?**

Today's conditions are ideal for buyers- prices have moderated, interest rates are approaching 40-year lows, and there are more homes for sale than have been in the past 15 years. Basically, home buyers have the opportunity to choose exactly the home they want at affordable lending terms.

- 2. Isn't there a good chance prices will continue to drop further?**

Research shows that prices have stabilized and price declines are likely over. NAR is actually predicting moderate price increases for 2008.

- 3. With prices down, why would a seller want to put their home on the market now?**

The key is to consult with a professional to protect your investment and come up with a strategy to make your home as desirable to buyers as possible. Statistics show that homes sold using a REALTOR® sold for 17% more than homes sold without.

- 4. The real estate industry's predictions have been overly optimistic over the past year or so. What makes you so sure the worst is over?**

No one has a crystal ball. However, the industry has some of the best economic research out there, and numbers indicate prices have stabilized and will likely start to rise moderately next year.

- 5. What is the long-term forecast for the local market?**

Homeownership has historically been an excellent long-term investment- providing both equity and tax benefits over time-and we see no change in that outlook. Given the leverage you get in purchasing a home, the average return on a 5% payment over 10 years is usually 3-5 times greater than stock market returns.



MAKING A MOVE
2008 The right time
for **REAL ESTATE.**