

Back Inside Cover

A New Way to View Real Estate

A September New York Post article had some good advice for sellers / homeowners. We need a different, more conservative mind set in light of the mortgage problems, larger inventory and slower market. The article advises us not to tap into home equity loans except for important reasons. Home equity has previously been viewed as a “piggy bank”. Short term flipping is also not as viable in today’s market. Over the long haul, value goes up, but now short term value increases are unlikely in many cases. A third issue is that putting a small down payment is not possible in most mortgage situations today. Banks want at least a 20% down payment now. The variable rate mortgage is also not a recommended choice in this article.

Another Article About Price Ranges

The New York Times (Sunday, September 9th, 2007) had an article on price ranges. As many of you know, I am a big believer in the range approach in today’s market. Buyers appear to like a signal about where we want to sell rather than a set price, which if it is too high, will not bring in offers.

RIS Media Conference, September, 2007

During the month of September, I attended an excellent conference sponsored by RIS Media (www.rismedia.com). This organization enlightens the Real Estate industry on up and coming technology and tools to serve clients better and be more efficient. The specific Real Estate needs of “Boomers” and the “X & Y” generations were addressed. As I have felt all along, there needs to be a tasteful balance between technology and the old fashioned phone call. There are, however, 75 million generation “Y’s” (age 26 is the oldest now) and we need to adapt to their type of communication and advanced technology.

We also had a very interesting seminar on off line / on line. Today’s technology is wonderful and a dynamic way to communicate photos and IPIC tours of a home. However, a creative magazine photo, well written newspaper ad or Sunday open house can still sell a residence. So it is a combination of the two mediums that brings success. A perfect example given was when L.L. Bean reduced the amount of catalogues they send, business decreased dramatically. They now send 250 million color catalogues per year!!! The Wall Street Journal also cites that internet sales have slowed and there are more advertising catalogues and ad kiosks being put in malls. So in the end, a 360 degree approach works best for our clients as well as thinking “outside of the box” for marketing ideas.