



# 5 Reasons Smart Buyers Are Buying Real Estate Now

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Are you a smart buyer? Then you know that the best time to buy anything is when times are tough—because tough times usually signal lower prices. In real estate right now, bargains are aplenty. Yet, many people stay away because of all the negative press we hear every day about foreclosures, short sales, and bad mortgages.

Smart buyers know that such conditions make now a *perfect* time to invest in that property they've been thinking about. This is because:

## 1. We have just hit the bottom of the market.

Seriously, prices cannot go much lower. Go pick up a copy of your local paper. Look at the prices next to homes that, in some cases, were worth twice as much just three years ago.

## 2. Interest rates are at a historic low.

When in history have you been able to buy at interest rates like the ones available to you today? Not in your lifetime, that's for sure!

## 3. You will get more for your money right now.

That three-bedroom rambler you had your eye on four years ago is now suddenly within your price range

couldn't afford it then—but now you can. Back then, perhaps all you could afford was a two-bedroom with a tiny yard. Now, your money goes farther. Much farther.

## 4. Increase in inventory.

Due to foreclosures, there has been a recent boom in listings for sale. More homes on the market always mean that buyers get more choice. Sellers have more competition. When there's more competition, sellers are more willing to negotiate—possibly accepting a less than full-price offer because they really need to sell.

## 5. Strong appreciation.

There has been no appreciation over the last 2-3 years. That's because prices have been steadily dipping. But you can bet that as the economy recovers, prices will rise again. Buying now—at the low of the market—sets you up very nicely for future appreciation.

This is a unique time in the history of American real estate. Conditions haven't been this favorable at any other point during our lifetimes. Those who decide to wait may just miss out on the rewards of buying now.

Want more incentive to act now? Just give me a call at (360) 620-2690 or send an email to [mollyells@windermere.com](mailto:mollyells@windermere.com).



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