



Conquering Fear in Today's Real Estate Market

May 2009



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REAL ESTATE

If you are already working with an agent, this is not meant as a solicitation for that business.

If there's one thing everybody shares in today's real estate market, it's fear. Fear of not being able to sell a home. Fear of buying at the wrong time. Fear of overpaying. And the list goes on.

Rampant fear, however, is a key factor in keeping the real estate market depressed. If more people got over their fear and took action, the market would recover more quickly. The problem is that most people do not have the correct research to help them understand that now **is** a great time to buy and sell—one of the best ever, in fact.

Record-low interest rates -- combined with record-high inventory -- create a "perfect storm" of opportunity for buyers, offering opportunities that didn't exist two years ago. Incredible bargains and plentiful choices abound.

However, most buyers are still sitting on the fence because they're fearful that the market will go down further and they'll miss out on even more savings. The problem with this thinking is that as time goes by, more and more competition will arise. Right now, there is much less competition than there will be in the near future—meaning that if you wait, there is less chance you will get the home you want.

Yes, there may (or may not) be a savings of a few more dollars down the road. If you're a buyer, are you willing to take a chance on missing the abundant choice and low rates **right now** in favor of a potential future

savings that may never materialize?


Sellers are fearful too. They are desperately concerned that their house won't sell due to excess inventory. The answer is the same: take action. There are measures you can implement right now to make your property stand out from the competition.

A prime example would be a "Reverse Purchase and Sale Agreement". This is when **you** draft a contract and make an offer to a buyer, instead of waiting for them to make an offer to you. As the market changes, this has developed into a viable and successful way of getting your home sold.

One simple – and successful – tactic is an adjustment in your asking price. While this is an obvious solution, many people are holding on to prices that are simply not supported by the current market. If you're serious about selling, then you need to get real and meet the market at today's prices.

Fear is everywhere, but the cure is action. Once you put your buying or selling plans into action, you not only can take advantage of amazing deals waiting for you right now, but also you help bring the economy back to life.

Want to know more about Reverse Purchase and Sale agreements? Want solid numbers on where the market is today so you can take the best action? Just give me a call at (360) 620-2690 or send an email to mollyells@windermere.com. I'll show you *exactly* how to conquer fear and get what you want.

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Excelling in the Impossible[®]