



What's So Great About Real Estate In The Pacific Northwest?

March 2007



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We still hear the bad news everyday. “The market is crashing! The market is crashing!” Bad news sells. But is it really so bad?

Here’s a fact for you: In 2006, the appreciation rate for real estate in the Pacific Northwest region was 16.4%. That’s an increase over 2005’s 15.5%. And get this—the national average appreciation rate for 2006 is 10.3%. We are 6.1% higher than the rest of the country!

Now that’s news. I’d even say fantastic news. And it’s only getting better. I can tell you from personal experience in the market every day that the numbers are only going up.

There are several reasons for this.

First of all, housing is still affordable here. Our prices are on average lower than the rest of the country. People who couldn’t afford a home in other areas are drawn here by the lower prices.

Job growth is also very strong. We have thriving industries that are constantly recruiting new professionals. Whether it’s technology or industry, we are a magnet for people wanting a better life.

Lower mortgage rates are a factor as well. People may now obtain larger loans without necessarily larger payments—which has opened up the floodgates to real estate ownership.

If there’s any challenge at all here, it’s that house prices have risen faster than income. This often happens when you have two years of double digit appreciation behind you. But again, the lower rates help to soften this factor.

Last but certainly not least, it’s just plain beautiful here. Stunning landscapes, a rich and vibrant social scene, and friendly interesting people combine to make the Pacific Northwest a wonderful place to live.

And if the market indicators are right, 2007 is shaping up to be a banner year for real estate here. In the first quarter alone, sales have been strong. And it’s not even spring yet!

If you’ve been thinking about buying or selling but have hesitated because of “doom and gloom” news from the media (who are more interested in selling advertising than the true positive numbers)—hesitate no more!

Now is the time. This is the place.