

CENTURY 21 JUDGE FITE COMPANY

REAL ESTATE



[www.C21JudgeFite.com](http://www.C21JudgeFite.com)

Real Estate 411 : August 2008

#### In This Issue

[Real Estate 411 - FACTS](#)  
[Real Estate 411 - TIPS](#)  
[2-Minute 411 with Jim Fite](#)

#### Buying and Selling in Today's Economy

We are spreading the word that "Real Estate is GREAT! at CENTURY 21 Judge Fite Company". There is real estate to be bought and sold in the Dallas/Fort Worth Metroplex and we are doing it! Join us in spreading the word that real estate really is GREAT here in our market.

Each month we will deliver a new Real Estate 411 that will give you INFORMATION you need to know. REAL ESTATE 411 will deliver GOOD NEWS about what is happening here at CENTURY 21 Judge Fite Company and in our local real estate market.

For August the message is:

***Buying and Selling in Today's Economy.***

#### Buying & Selling in Today's Economy

### Real Estate 411 - FACTS

***The FACTS show that the DFW economy is strong and our housing market is one of the strongest!***

**Fact:** While so many major markets across the country are experiencing housing slumps, Dallas-Fort Worth remains one of the country's two strongest housing markets. Due to: healthy economy, high employment rates, stable economy, steadily growing home values and home affordability.

**Fact:** DFW & Houston Rank As The Most Affordable Housing Markets of the 20 Largest U.S. Cities - Housing affordability means that most families in North Texas can afford a bigger, nicer house. A household income near \$60,000 likely is able to afford the median priced new home in DFW.

**Fact:** DFW Is A Low Risk Market - This listing of the U.S. real estate markets ranks each on the likelihood for future price devaluation. DFW's strong local economy, continued employment growth, housing affordability, stable home prices and steadily increasing home appreciation make it a very low risk real estate market.

### Real Estate 411 - TIPS

***Tips on buying and selling in today's economy***

**#1 Seller - Prepare your home to sell** – Potential buyers can make their decision to purchase your home in the first 30 seconds. First impression is the key to selling your home fast and for top dollar. Email [411@judgefite.com](mailto:411@judgefite.com) to receive your FREE guide "10 Easy Steps to "Stage" your Home for Selling".

**#2 Buyer – Find the right agent** - There are two "sides" to every sale. The listing side and the selling side. Most transactions have an agent representing each side, so there are generally two agents involved. The seller's side is represented by the listing agent. The buyer's side is represented by the selling agent (also known as the buyer's agent).

*TIPS Continued on other side...*

### *Real Estate 411 TIPS, continues...*

Agents can deal with both buyers and sellers, but the some agents focus their efforts on one more than the other. Some even exclusively handle either buyers or sellers. So what should you do?

We simply recommend that you take as much care to hire a real estate agent as you would for any other professional. Ask questions. Ask about education, experience, and focus. Review their marketing plan for your property. After all, buying your next house is probably the biggest purchase you've ever made in your life. Does it make more sense to find your agent by accident...or by design?

**#3 Know what you want** - make a list and match your needs to the needs of prospective buyer's or seller's. A better match makes a better transaction.

## **2-Minute 411 with Jim Fite**

*Jim Fite shares his thoughts on  
Buying and Selling Real Estate....go to  
[YouTube.com/judgefite](http://YouTube.com/judgefite) to watch the video.*

**Selling** – When placing your home on the market, there are five basic considerations:

1. Setting the list price at Market Value based upon the condition and location of the property
2. Staging the home's condition to make it most appealing to the prospective buyer
3. Even though every home has unique characteristics, the competition that is currently on the market must be evaluated to attract buyers to your home vs. the others that are for sale
4. Most buyers must have financing, therefore, buyer incentives, such as closing cost support, can help attract buyers and make your home more attractive to buyers on a budget
5. There has never been a time in real estate history with as many different business models in real estate. In selecting a REALTOR®, THERE IS A DIFFERENCE. The expertise in marketing of your REALTOR is critical. The use of the internet where 84% of homebuyers go to look at homes, multiple photos, virtual tours, for sale signs, fliers, etc. are critical in today's market. What is "YOUR" real estate agent going to do for you?

*Information compliments of:*  
CENTURY 21 Judge Fite Company



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**Buying** – The six basic questions a buyer should ask:

1. **Who** – is going to be making the buying decision?
2. **What** – features do you want in your new home – what are your “dominate buying features?”
3. **When** – do you need to move in? Urgency will determine when to get serious about buying – timing is everything!
4. **Where** – location, location, location are the three most important words in selecting your new home!
5. **How** - much do you want to spend? Do you want to pay per month? Do you make per month? How is your credit score?
6. **Why** – do you want to buy? Why do you want to buy the “dominate buying features of your home?” What are the “emotional” reasons for buying and buying NOW?