
A SELLERS GUIDE

THINGS TO CONSIDER WHEN SELLING FOR TOP DOLLAR



WHITE BRICK
REAL ESTATE

WINTER EDITION
2019



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HOW IS THE MARKET - 2019



LET'S TAKE A LOOK AT WHAT'S HAPPENING IN THE HOUSING MARKET ACROSS THE NATION. BUYER DEMAND IS CURRENTLY LOWER AND THE SUPPLY OF HOMES IN THE MARKET IS INCREASING. I'VE NOTICED THIS ALSO LOCALLY.

WE'RE EXPERIENCING A SLIGHT SHIFT IN THE NUMBER OF DAYS ON MARKET AND WE'RE SEEING MORE HOMES ON THE MARKET. THIS CAN BE A SIGN THAT WE'RE HEADING INTO A MORE NORMAL MARKET. THE NORMAL MARKET DOES NOT MEAN HOUSING CRISIS OR RECESSION, IT JUST MEANS NORMAL.

WE'VE HAD A LONG STRETCH OF LACK OF INVENTORY FOR A VERY LONG TIME AND WE'VE BEEN SEEING THIS LESS IN ACROSS THE NATION. IF YOU HAVE ANY QUESTIONS AT ALL ABOUT THE HOUSING MARKET OR HOW IT MAY AFFECT YOU, DON'T HESITATE TO CONTACT ME.

IF YOU THINK OF ANYONE THAT MIGHT BENEFIT FROM THIS SELLERS GUIDE, PLEASE FORWARD IT TO THEM!

THE CORNERSTONE FOR YOUR REAL ESTATE RELATIONSHIPS



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HOME PRICES ARE INCREASING

It can take up to 6 (six) months to build a supply of existing salable housing inventory to actually maintain a stable price range in the real estate market. In most cases, homes that are on the market for less than 6 (six) months will cause current home values to appreciate. Anything available for more than 7 (seven) months, will cause home values to depreciate!

MONTHLY HOUSING INVENTORY IMPACTING HOME PRICES



The increase in home prices is easily explained by SUPPLY & DEMAND. In most cases, when there is low inventory or a limited supply, typically prices will Increase.

There are many unconfirmed opinions as to why home values are continuing to rise. From those who are worried that lending patterns are again becoming too lenient (which data proves is untrue), to those who are concerned that prices are again comparing to the boom peaks because of "irrational exuberance" (this is also untrue because prices are not at peak levels when they are adjusted for inflation), there seems to be no shortage of opinion.

According to the Existing Home Sales Report from the National Association of Realtors (NAR), the monthly inventory of houses has been below 6 (six) months for the last 5 (five) years (see next chart on page).

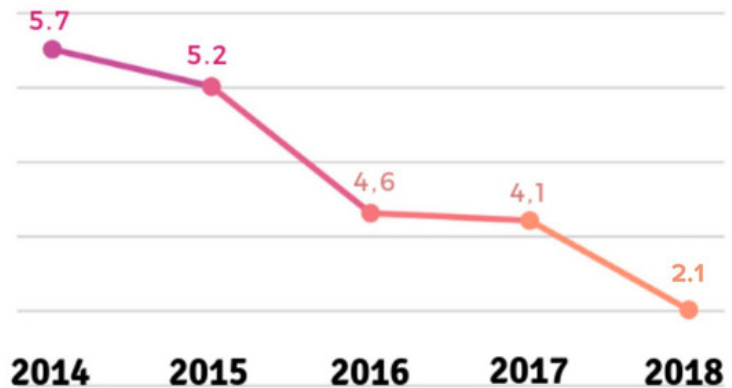


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AVAILABLE HOUSING INVENTORY

MONTHS INVENTORY - END OF APRIL



It is simply that the theory of supply & demand is working as it should be. Nothing evil is taking place. If the buyer demand surpasses the current amount of existing homes for sale, prices will continue to INCREASE.

5 TIPS TO MAXIMIZE THE SALE OF YOUR HOME

Let's talk about five things that you need to do so your home doesn't linger on the market, but instead maximizes your money at the closing table. The biggest thing is **exposure**. We want to make sure that we expose your house through digital marketing to the masses. We're averaging thousands of views within the first few days on every video that we promote on social media. That adds up to hundreds of hours of video view on watching one video alone. It's all done through a detailed digital-marketing plan that's taken so much time, effort, and energy to really learn and specialize in, and for which we always continue to improve. Now you need to make sure you hire somebody that's really good at **negotiating**. We really are experts at negotiating. Knowledge is power and we have thirst to learn so we can always be the best in the market at serving, and negotiating on behalf of our sellers.



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Something else you need to consider when selling is: **price**, **condition**, and **location**! Here's the deal, everyone always thinks their house is worth more than it is. It's very, very normal. But you have to make sure that you aren't just looking at Zillow. Remember, Zillow is an algorithm. It doesn't take into effect all the specific features of your house. It doesn't take into effect whether or not you have a pool, your upgrades, if the condition is good or poor. All of this is really, really important, right? If any of those things are off, if the condition is off, if the location is off, or if you live near a busy, busy street. All of those things affect the price. So make accommodations. You should make an adjustment just like an appraiser would.

So remember, exposure and marketing are super, super important when you're selling and buying a home. You need to make sure you hire somebody that's an awesome negotiator and has tons of experience because remember, every single person in the world knows a realtor. There are so many of us out there. Don't make the biggest investment of your entire life in the hands of just anyone. Go to an *expert*. Go to somebody who's going to expose it to the masses, who's an expert at their game, who takes their job very seriously, who does it full time, and has your best interest at heart. I would love to help you with anything real estate related. If you're thinking about buying or selling, please give me a call. We make it a priority to be on the cutting-edge of innovation, technology, as well as market trends so that we can serve our community. Make it a great day!





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WHY SELL NOW?

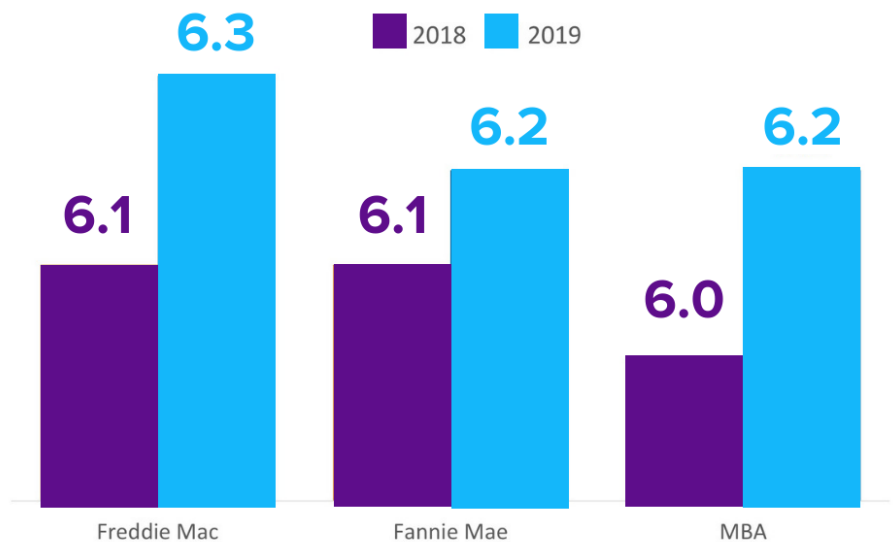
Have you been thinking, why should you sell now?

Did you know that we have the largest generation entering the housing market right now? The millennial's will be going after starter homes or lower priced homes. Another great reason to now act, is that there are many people who are retiring and looking to downsize.

You may be wondering, how does this affect you or how does this benefit you? Well, if you have a starter home and you've got what a lot of people want, that creates competition which equates multiple offers and well over asking price. So if you've been thinking of selling, let's discuss our very unique digital marketing strategy that targets first-time buyers and people who are thinking about downsizing so that we can get you top dollar and buyers who are ALREADY interested. Remember, we are the cornerstone for your real estate relationships.

Total Single Family Home Sales

Projections in millions





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ARE WE HEADING INTO RECESSION IN 2019?

According to two separate articles from the Wall Street Journal and Pulsenomics, which surveyed economists and analysts, they're predicting that we're heading into recession by the end of 2019. We don't know exactly what impact it will have. As we know, a recession is when the economy slows up, it's an economic decline in trade and industry activity. However, it's really important to understand that a recession does not necessarily equate to a housing crisis. But obviously, when we're in a recession, we most likely won't be seeing the huge gains we've seen from the 2000 Great Recession which has been the second greatest recovery in American history.



With a recession, interest rates are anticipated to go up. This means that over the life cycle of owning a mortgage on a new home, you'll be paying more over the life cycle of the loan. This is a prediction of the future , and we aren't entering a recession at this moment. Please rest assure that I'll be here to pass on any and all information that I'm learning, as I'm learning it, regarding a recession and how it could possibly affect the housing market.

Main Point: Don't hesitate on selling your home or purchasing a new one. Prices are at a stand still right now and the inventory is still great!

We can give you an accurate value and help find the next perfect home with features and terms to fall in love with.



CONTACT US TO TALK MORE

We would love to answer your questions and talk more about what you read in this article. We can lead you on the right path to selling your current home or buying the home of your dreams! Look forward to hearing from you :)

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