

You are in the midst of a buyers' market, there hasn't been a better time to buy in years!

Mortgage rates are low, sellers are motivated, owning a home is a great investment in your future, and can lead to many, many years of happy memories.

So why wait? It is a great time to buy!



## A REALTOR® Can Help You and Represent Your Interests

Before beginning your home-buying search, talk with your REALTOR® about the benefits of buyer representation. A REALTOR® who is your buyer's agent will promote your interests and guide you through what can be a very complex transaction. REALTORS® who have the Accredited Buyer's Representative (ABR®) designation have completed highly specialized training and set the benchmark of excellence in representing buyers.

To find your ABR®, visit [www.REBAC.net](http://www.REBAC.net).



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## Motivated Sellers and Inventory

Now is an ideal time to buy. In most markets affordability is high and there is an abundance of inventory. **As a job recovery begins, existing-home sales will continue the recovery begun in 2009 and 2010.** There are many options out there for buyers and sellers who are willing to negotiate and work towards a win-win situation that works for both parties.

Go to [www.REALTOR.com](http://www.REALTOR.com) to see over 3.5 million active listings.

## FHA Loans Are Available

There are many choices for buyers looking for mortgages. One option, FHA home loans, are a viable alternative for many first time buyers. The Federal Housing Administration (FHA) — which is part of the U.S. Department of Housing and Urban Development (HUD) — insures the loan, so your lender can offer you a better deal, including a low down payment and low closing costs.

The FHA single-family loan program is alive and well. As specialty mortgages have faded away, FHA is stepping in. In fact, the FHA market share is up to more than 30%, from just 6% in 2007.

Find out about FHA and other loans, go to [www.Hud.gov/buying/loans](http://www.Hud.gov/buying/loans) and [www.REALTOR.org](http://www.REALTOR.org) and do a search for Consumer Literacy.

## HouseLogic Buying and Selling

HouseLogic.com Buying and Selling offers helpful information for buyers and sellers to ensure they make smart, confident decisions about their purchase or sale. Visit [www.HouseLogic.com/buyandsell](http://www.HouseLogic.com/buyandsell) to learn more about everything from financing and showings to closing and moving.

## Benefits of Ownership

Owning a home is the American dream. A home not only provides financial benefits but it also provides shelter and security to families. Did you know that:

- 🏠 Home owners move less often and are more likely to vote and volunteer time for political and charitable causes than renters?
- 🏠 Children of homeowners tend to perform better in school and attain higher levels of education than children of parents who do not own a home?
- 🏠 Dollar for dollar, the rate of return on an individual's cash down payment on a house is substantial? Given the leverage in purchasing a home, the average return on a 5% down payment over 10 years is usually three to five times greater than stock market returns?
- 🏠 When you own a home you may be able to deduct the property taxes and mortgage interest from your income taxes?
- 🏠 In most cases the gains that you make when you sell your primary residence are tax free?

## Mortgages are at Historically Low Rates

For buyers who qualify, **mortgage rates are near historical lows**, less than 5% currently. According to data provided by Freddie Mac, rates averaged 8.9% during the past 40 years.

Go to [www.FreddieMac.com](http://www.FreddieMac.com) and view the Primary Mortgage Market Survey® for more information on the latest rates. In addition, low interest rates, coupled with recent price declines, give people looking to upgrade a unique opportunity to take advantage of market conditions.

## The Value of Your Investment

Real estate is a long-term investment. Home values could fall in some years, though, on average over the past 40 years, the median price of existing homes has increased about 6% every year. However, this is a national average and local markets vary widely. Thanks to the power of leverage, a homeowner's return on investment is even more impressive over time. Visit [www.HouseLogic.com/buyandsell](http://www.HouseLogic.com/buyandsell) to learn more.

## Home Ownership is an Investment in Your Future

Home ownership is how many American families begin to accumulate wealth. Using the latest figures from the *Federal Reserve Board's Survey of Consumer Finances*, NAR estimates that in 2010, **a typical homeowner's net worth is 40 times that of a renter's.**

For more information on homebuying find the NAR Guide to Homebuying at [www.Realtor.org/Store](http://www.Realtor.org/Store).



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