

Instructions

1. Review each slide.
2. Add your logo to the bottom left-corner of each slide.
3. Update the colors and font to your preference.
4. Save as a .PNG file.
5. Upload, add captions, and schedule posts on social media.

10 Benefits of Homeownership

1. Higher Quality of Life
2. Better Education Opportunities
3. No Landlord
4. Save Money by Avoiding Rent
5. Accumulate Wealth by Building Equity
6. Long-Term Appreciation Potential
7. Deferred and Capital Gains Advantages
8. Tax Deductibility of Mortgage Interest
9. Tax Deductibility of Property Taxes
10. Achieve the American Dream

The Most Difficult Parts of Purchasing for Home Buyers



55%

Finding the right property



19%

Paperwork



13%

Understanding the process and steps



18%

Saving for a down payment



8%

Getting a mortgage

What Buyers Want Most from Real Estate Agents



52%

Help finding the right home to purchase.



12%

Help buyer negotiate the terms of sale.



11%

Help with the price negotiations.



8%

Help with paperwork.



6%

Determine what comparable homes were selling for.

Advantages of Buying with an Agent

1. Helps find you a home
2. Negotiates price and terms of sale
3. Devotes time to your needs
4. Provides sales experience
5. Gives ongoing guidance and advice
6. Recommends service providers
7. Offers expertise for paperwork
8. Has access to sellers
9. Contributes local market knowledge

The Typical Home Buyer...

Is **47 years old**,

with a median household income of **\$96,500**.

They search for a home for **8 weeks**,

look at a median of **9 homes**, and

view 5 of these homes only online.

87% of recent home buyers
financed their home purchase

– financing **88%** of their home.

18% of recent home buyers were *U.S. Veterans* &

2% were *Active-Duty Service Members.*

Where Buyers Found the Home They Purchased

 **52%** - Internet

 **29%** - Real Estate Professional

 **6%** - Yard Sign/Open House Sign

 **6%** - Home Builder or Their Agent

 **5%** - Friend, Relative, or Neighbor

 **2%** - Directly from Sellers/Knew the Sellers

 **1%** - Print Newspaper Advertisements

10 Common Mistakes by Home Buyers

1. Interviewing only one lender and real estate agent.
2. Looking for a home before consulting a mortgage lender.
3. Buying more house than you can afford or maintain.
4. Mismanaging your finances and/or credit before closing.
5. Overlooking government-backed loan options.
6. Underestimating the total costs of homeownership.
7. Not budgeting for closing costs.
8. Making too small of a down payment.
9. Only focusing on the home.
10. Not getting your own home inspection.

Median Age of First-Time Home Buyers

33

Years Old

5 New Year's Resolutions for Home Buyers

1. Avoid changing jobs
2. Build your credit score
3. Reduce expenses (Reduce subscription services)
4. Avoid large purchases
5. Pay off debt

10 Tips for Buying a Home

1. Buy for the long-term investment (at least 5 years).
2. Buy a home that improves your life.
3. Prioritize your needs for home features/amenities and neighborhood preferences.
4. Determine your budget.
5. Try to place a 20% down payment.
6. Save money for unexpected expenses or emergencies.
7. Get pre-approved before searching for a home.
8. Interview at least 3 mortgage lenders to compare options and get the best deal.
9. Put aside a portion of your income into a savings account.
10. Don't let your emotions influence your decision-making process.

5 Questions to Ask Your Home Inspector

Question

Reason

1. “What condition is the house in?”



Discover if the home is ready to move into or if it needs work done on it.

2. “How do we fix that?”



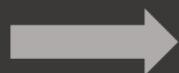
The inspector should be able to recommend a quick fix or an expert that can fix the issue.

3. “What would you fix first?”



This will help you prioritize repairs.

4. “Show me how ‘X’ works?”



Learn how appliances work and their maintenance best practices.

5. “How much time is left in ‘X’?”



Get an estimate of when you will need to replace appliances or when the warranty ends.

The Most Common Regrets of First-Time Homebuyers

😊😊😊😊😞 1/5 Homebuyers had a regret after closing

Of this 1/5...

62%

Outgrew their homes quickly, wished they purchased a larger home.

40%

Felt they paid too much or should've paid a larger down payment.

38%

Were surprised how much it costs to maintain a home.

34%

Wished they negotiated more or found a better mortgage rate.

25%

Discovered they didn't like the neighborhood after moving.

24%

Had regrets about the yard.

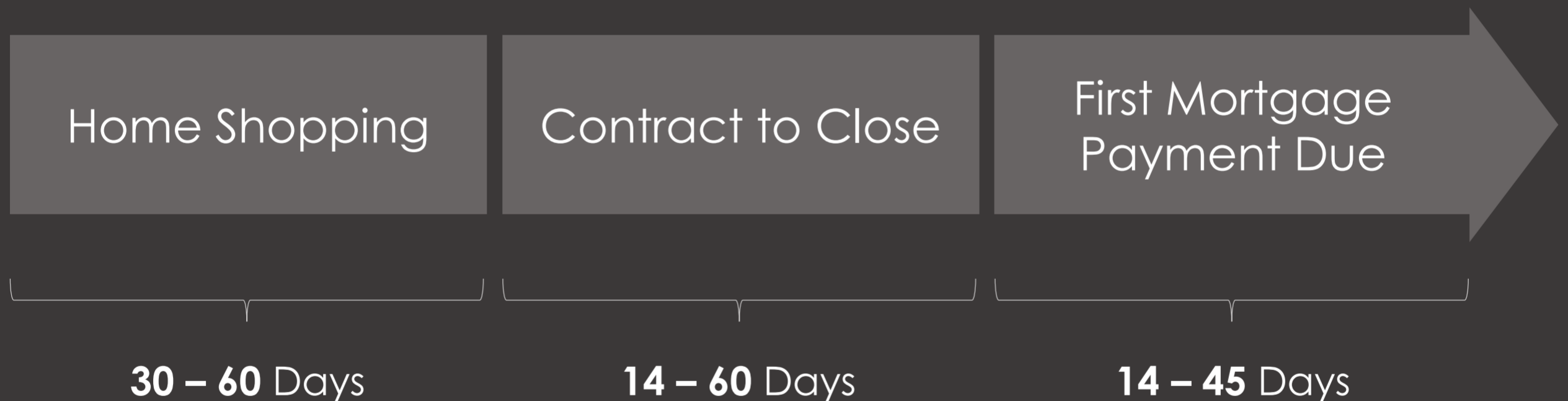
The Home Buying Process

8 simple steps for buying a home



How Long Does it Take to Buy a Home?

A typical home purchase timeline:



TOTAL: 58 – 165 Days

8 Most Common Reasons for Selling a Home...

- 16%** - Desire to move closer to friends or family
- 13%** - Home is too small
- 11%** - Job relocation
- 10%** - Neighborhood has become less desirable
- 10%** - Change in family situation (ie: marriage, birth of a child, divorce, etc.)
- 9%** - Home is too large
- 6%** - Moving due to retirement

The Typical
For Sale By Owner (FSBO)
Home sold for

26%

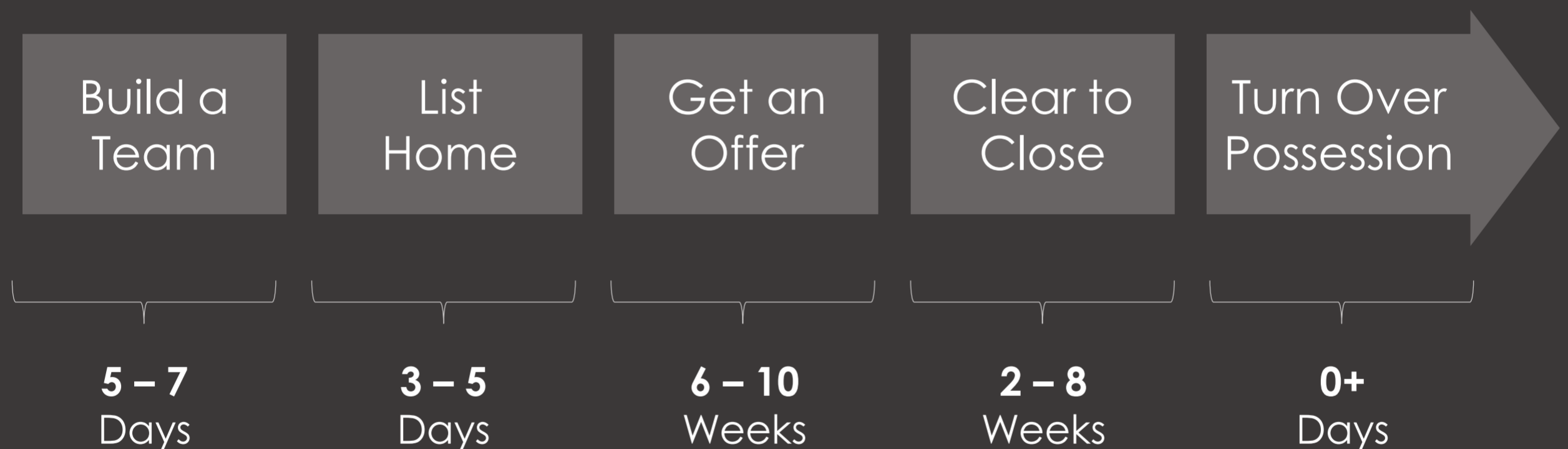
less compared to agent-
assisted home sales

89%

of **SELLERS** sold their
home with a
real estate professional

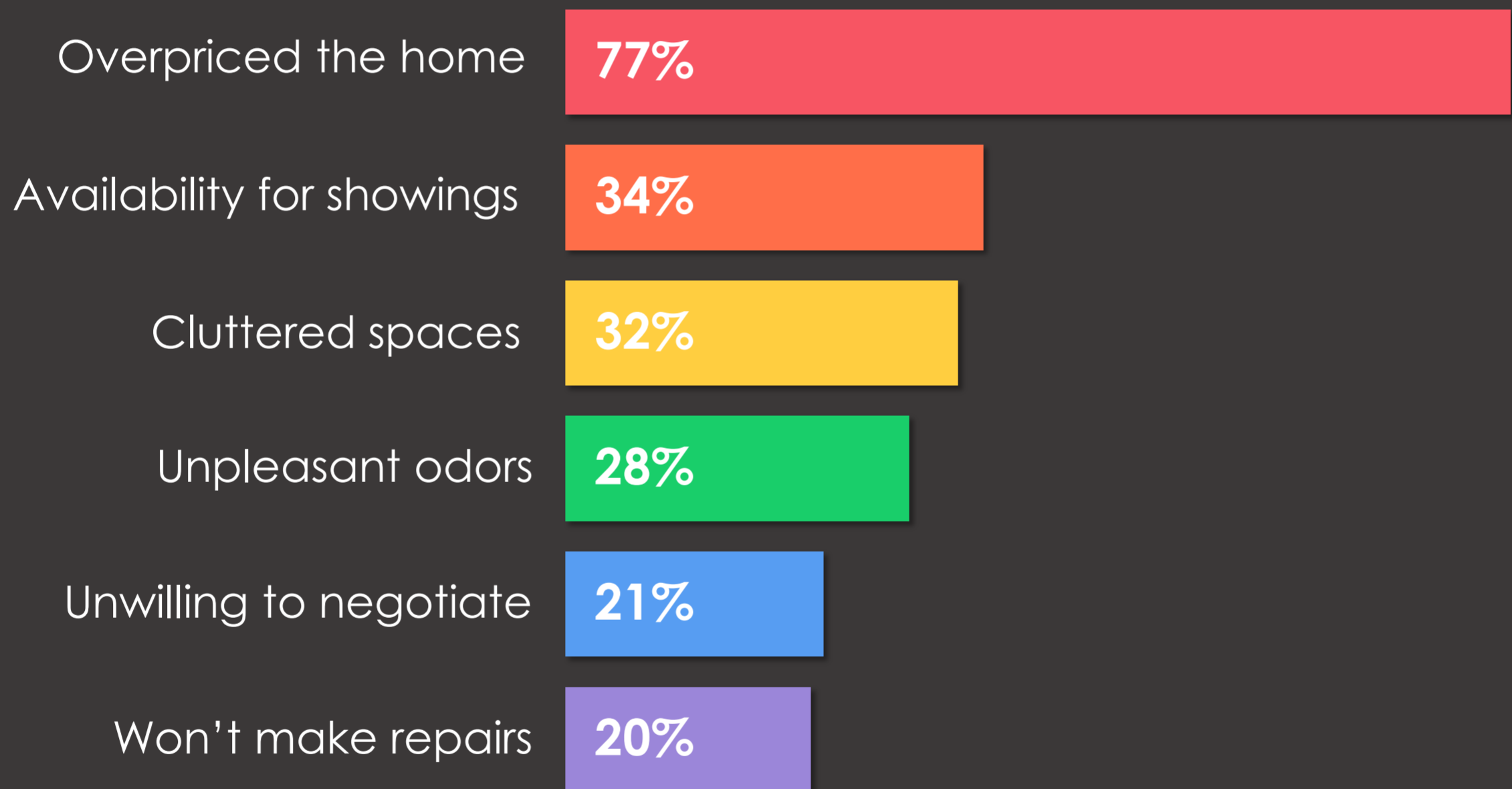
How Long Does it Take to Sell a Home?

A typical home sale timeline:



TOTAL: 64 – 162 Days

The Most Common Home Seller Mistakes







The Home Selling Process

8 simple steps for selling your home



What's the Best Season to List Your Home?

	Spring* 	Summer 	Fall 	Winter 
Percentage Sold Above Listing Price	18.7%*	15.1%	14.7%	17.5%
Percentage Off Market Within 30 Days	48.0%*	43.6%	40.9%	46.2%
Proportion of Homes Listed This Season	23.7%	26.7%*	17.0%	23.7%

Winner = *

You are more likely to sell above listing price and within 30 days in **Spring!**

What's the Best Day to List a Home on the Market?

Homes Listed on Thursday Sell for Home

Average sale premium by day of week listed

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
\$134	Baseline	\$1,235	\$2,620	\$3,015	\$1,848	\$678

Homes Listed on Thursday Sell the Fastest

Days on market by day of week listed

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
47	46	45	43	41	43	46

Home Prices are a Result of Supply and Demand

Low unemployment and higher wages

People have larger budgets to buy a home

Demand Goes **UP**

Low interest rates

More people can afford a mortgage

Demand Goes **UP**

Financial incentives to deter home sale

Less homes for sale

Supply Goes **DOWN**

Less construction for new homes since 2008

Not enough new homes to meet demand of new buyers

Supply Goes **DOWN**

**HOME
PRICES
GO UP**

Where you can find a Real Estate Agent



Interview agents by attending an open house.



Get a recommendation from friends, family, and coworkers.



Research on Facebook or other social media.



Browse through local real estate brokerage websites.



Search online through a search engine like Google.



On the listings page of a real estate website.



Mortgage lenders.



Real estate lawyers.



Agent Finder on Zillow.



Signage around the neighborhood.



Brokerage walk-ins.



Referrals from other agents.

The Number of U.S. Households with Pets

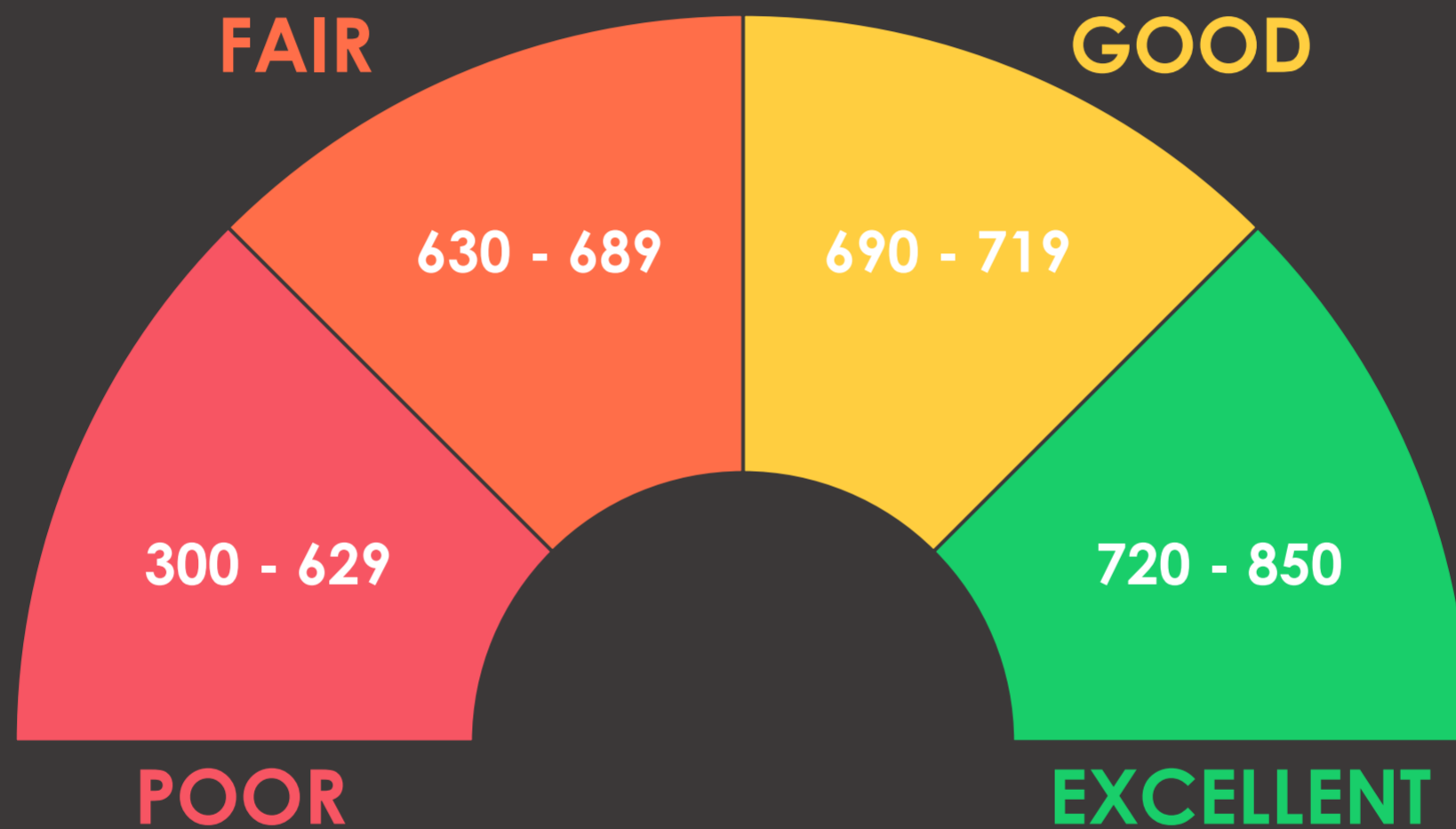
(in millions)



6 Mortgage Tips

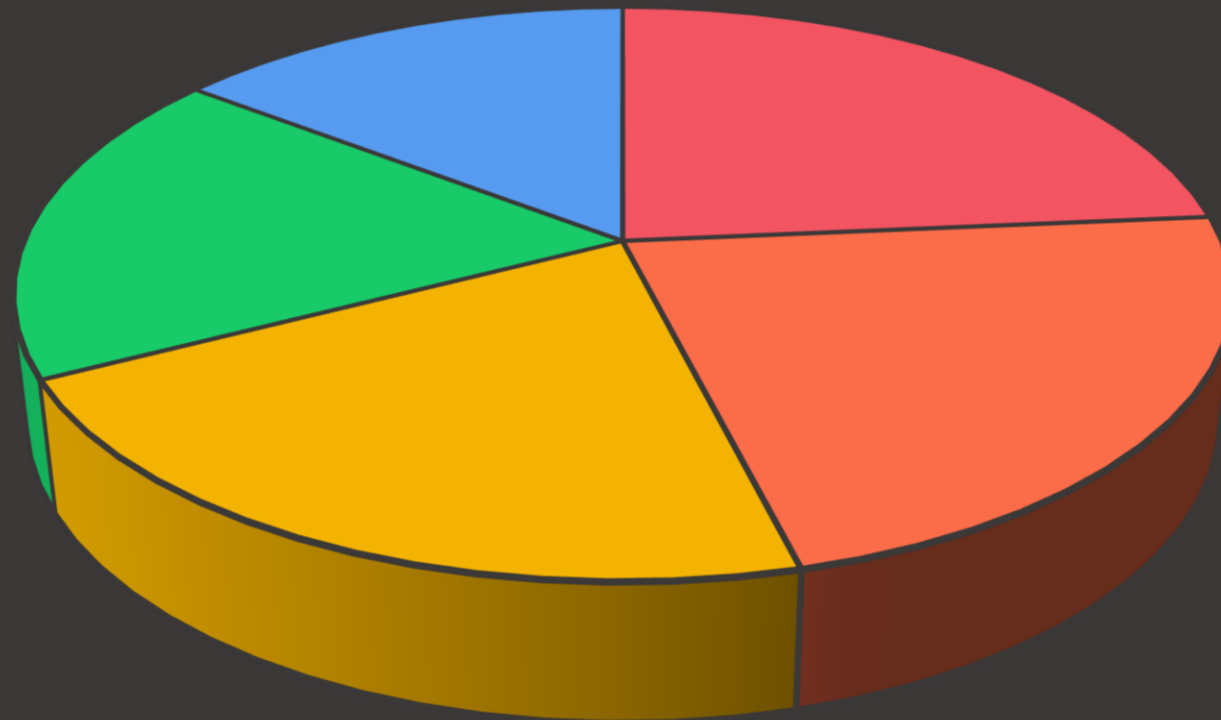
1. Start saving for a down payment early, aim for 20%
2. Interview at least 3 lenders so you can compare offers.
3. Research federal, state, and local government-backed loans
ie: Federal Housing Administration (FHA), the US Department of Veteran Affairs (VA),
or the US Department of Agriculture (USDA)
4. Determine how much home you can afford with your budget
prior to your home search.
5. Check your credit score and pause any new activity that
could affect it.
6. Acquire a pre-approval mortgage letter or documentation.

What Your FICO Score Means



- Highest loan approval with lowest interest rates.
- Probable loan approval with higher interest rates.
- Low loan approval with higher interest rates – could be declined.
- Lowest loan approval with highest interest and decline rate.

What Sellers Want Most from Real Estate Agents



21% Help seller market home to potential buyers

20% Help sell the home within specific timeframe

19% Help price home competitively

16% Help seller find ways to fix up home to sell it for more

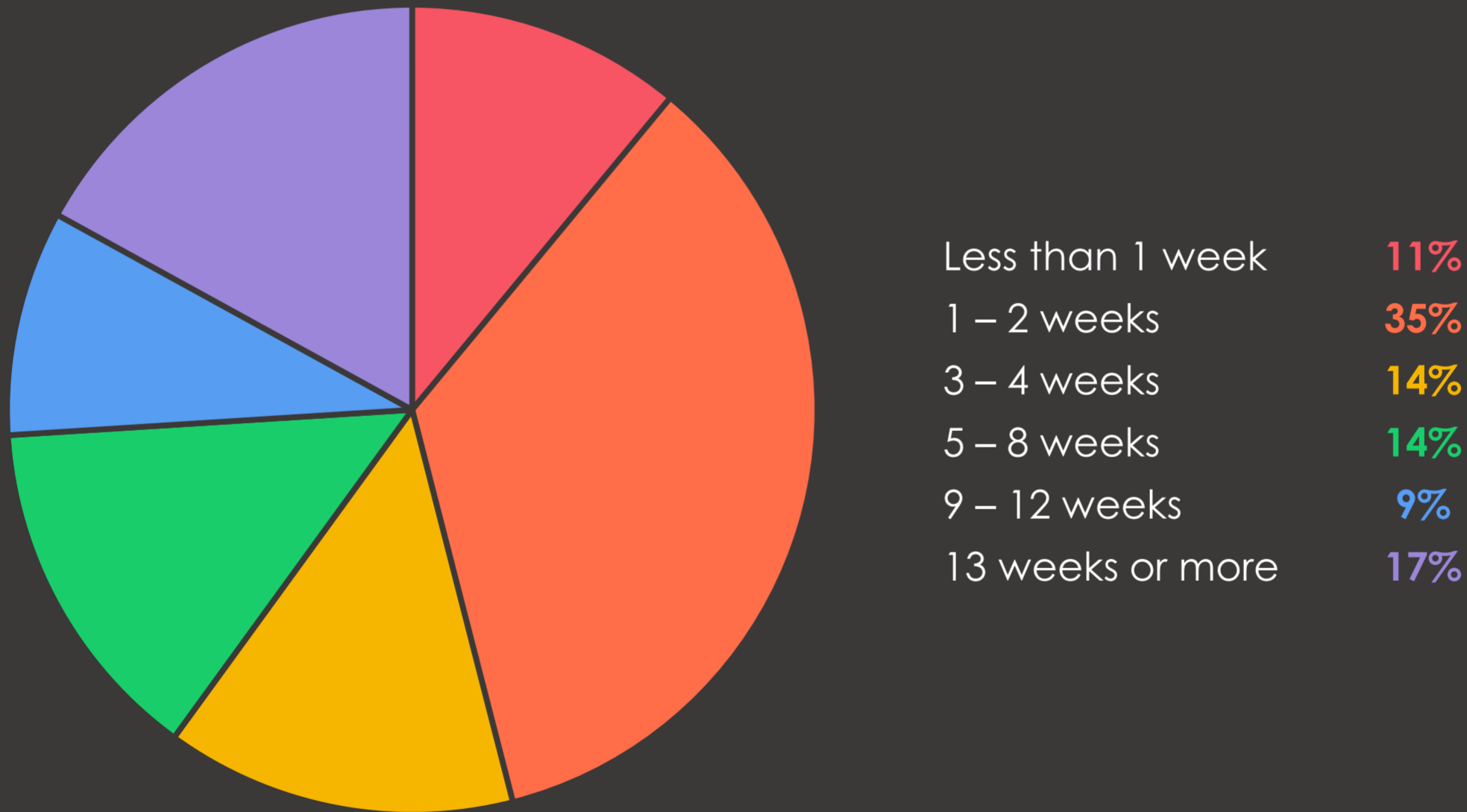
13% Help find a buyer for home

How Many Buyers/Sellers Worked with a Real Estate Agent/Broker?

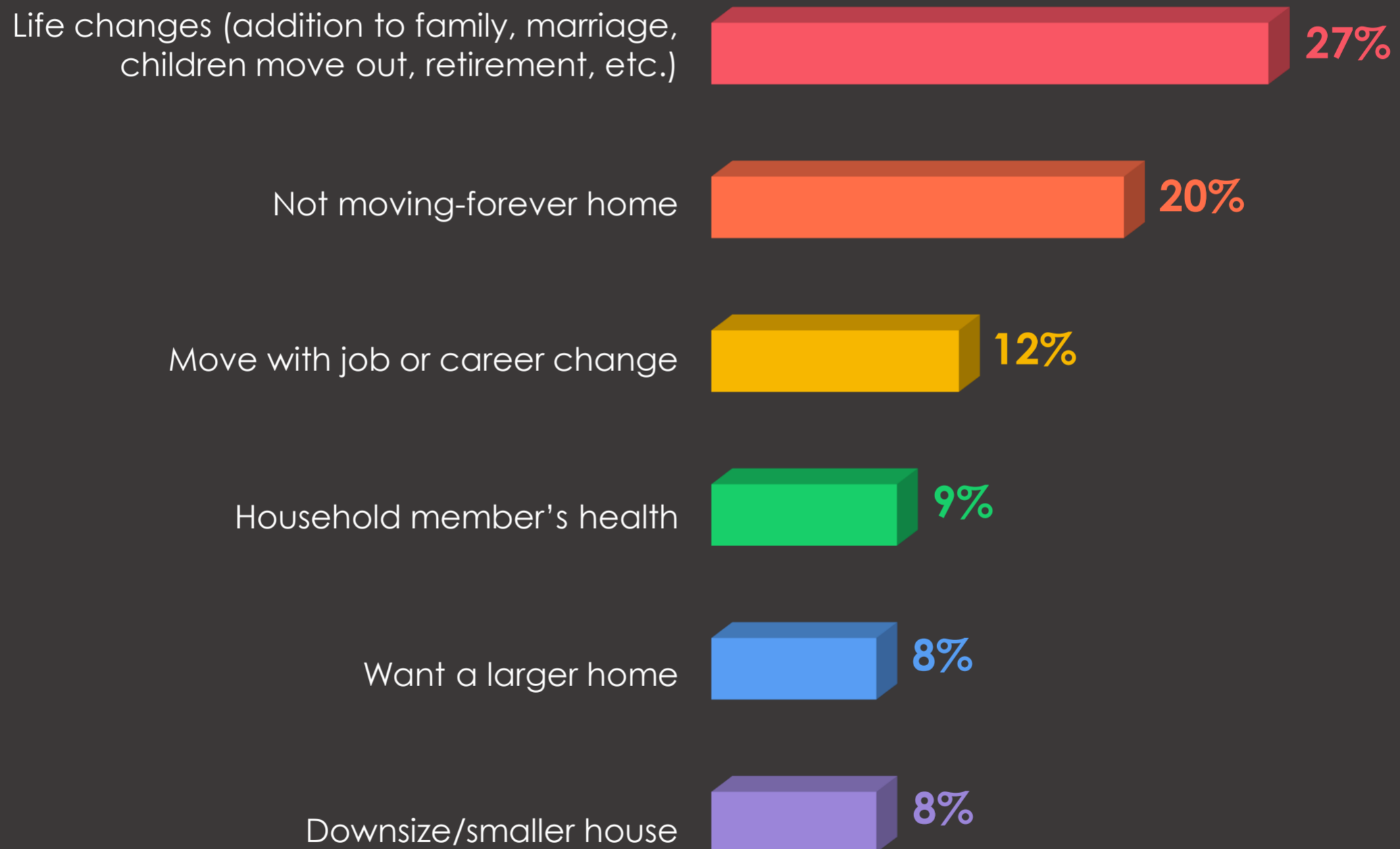


89% of buyers and sellers worked with a real estate agent/broker to buy/sell their home.

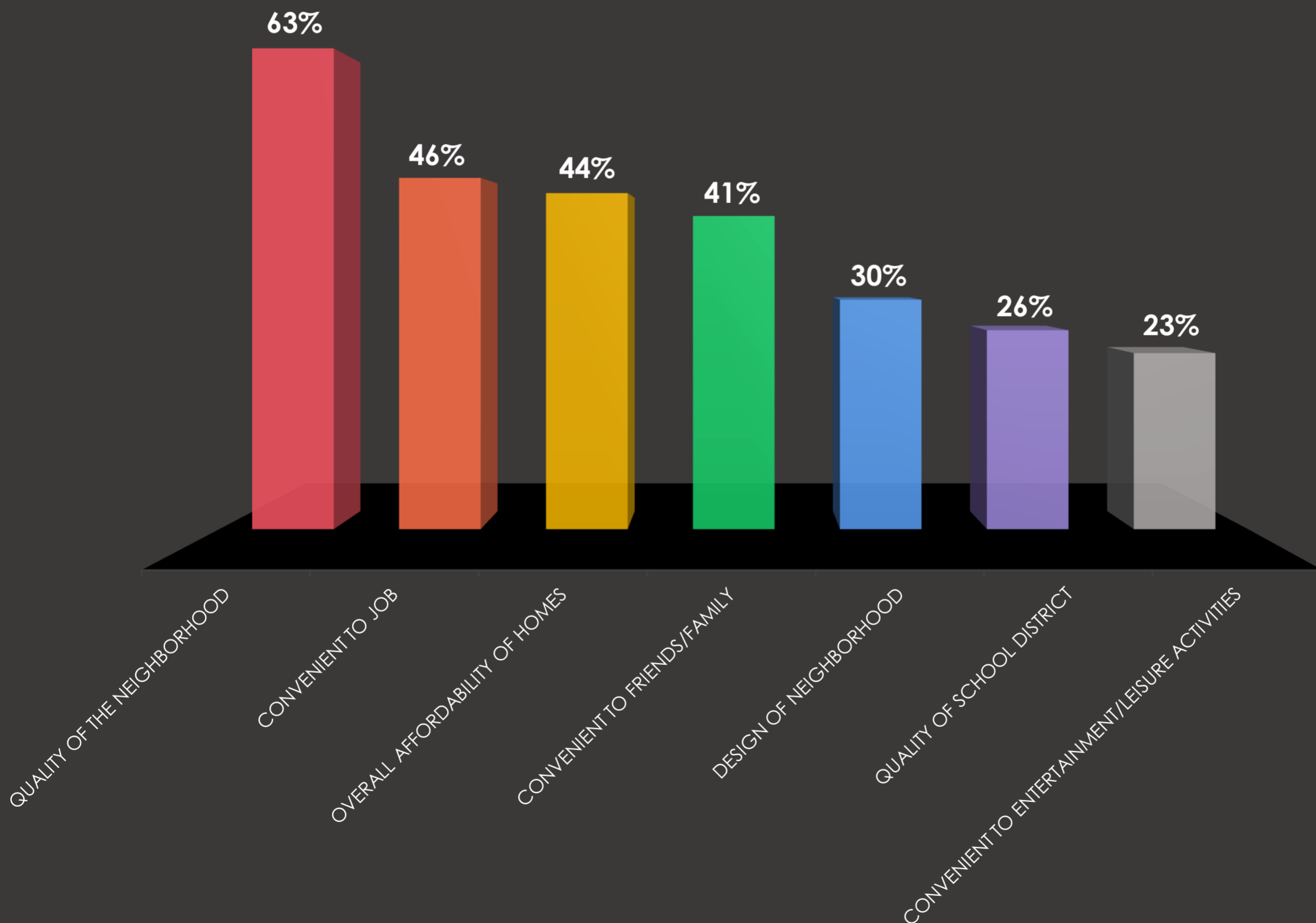
Number of Weeks Recently Sold Homes were on the Market



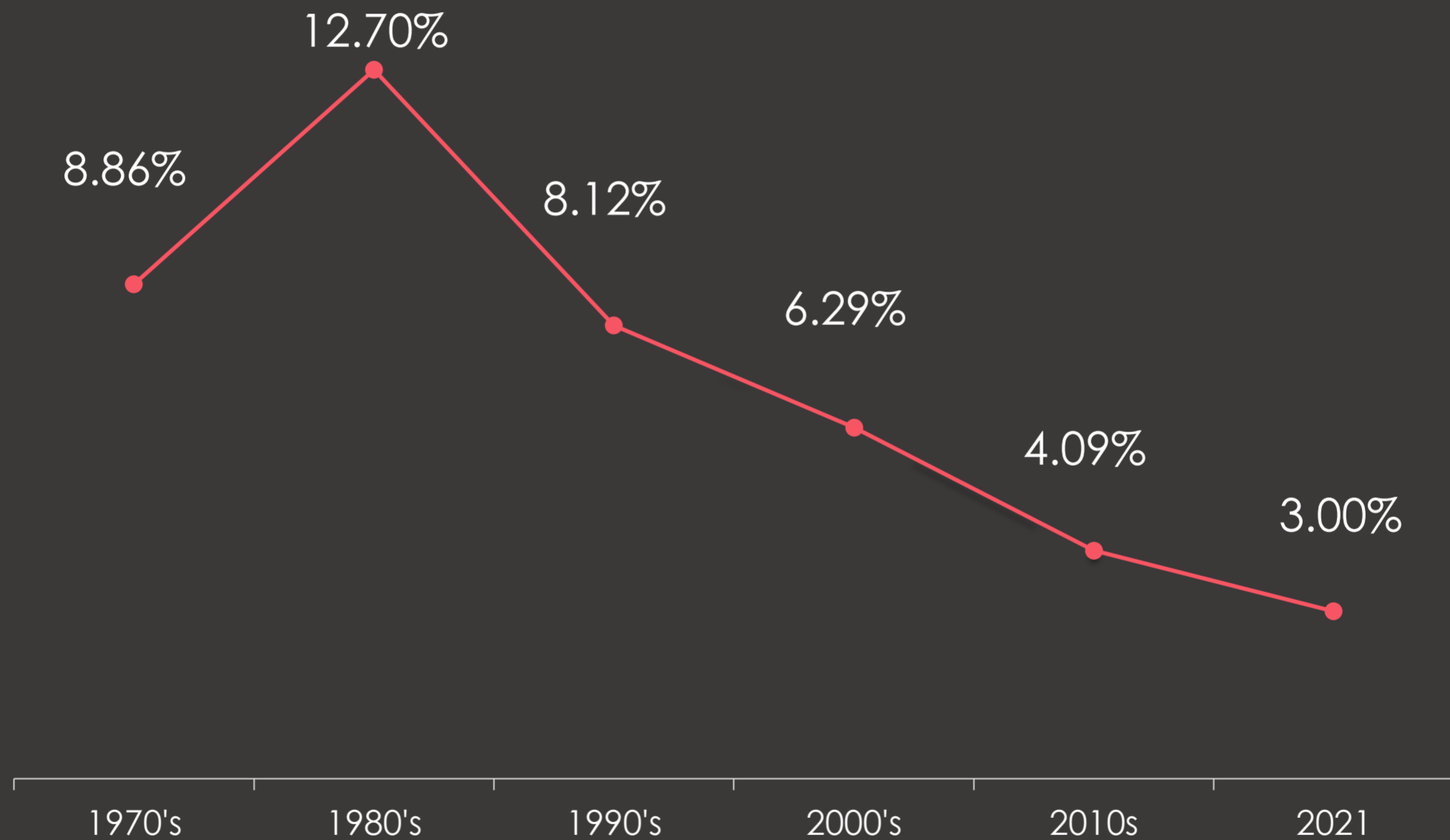
Factors that Could Cause Home Buyers to Move



Factors that Influence Neighborhood Choice



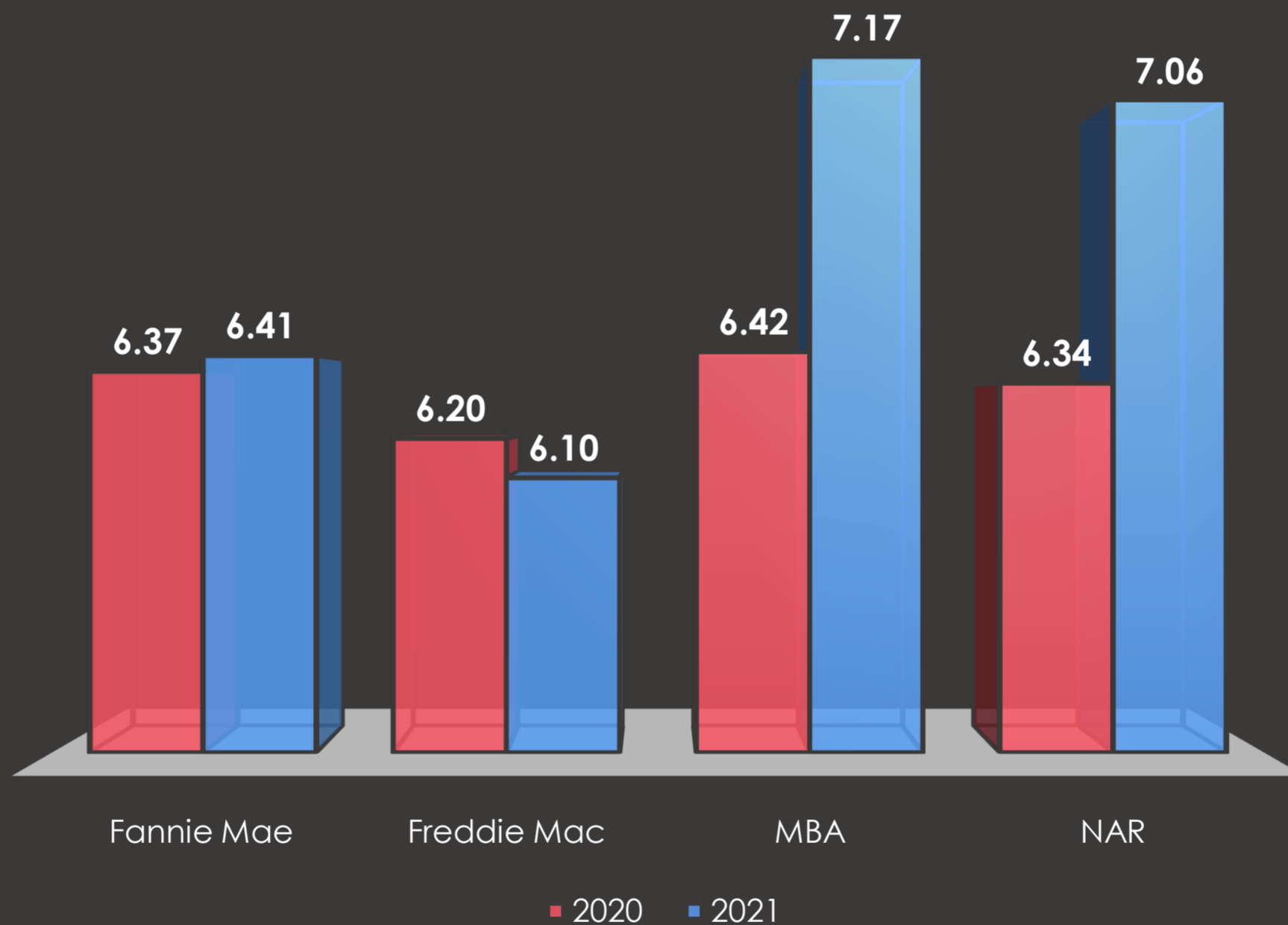
2021 Mortgage Interest Rate Forecast



In 2021, interest rates are forecasted to be at around 3%

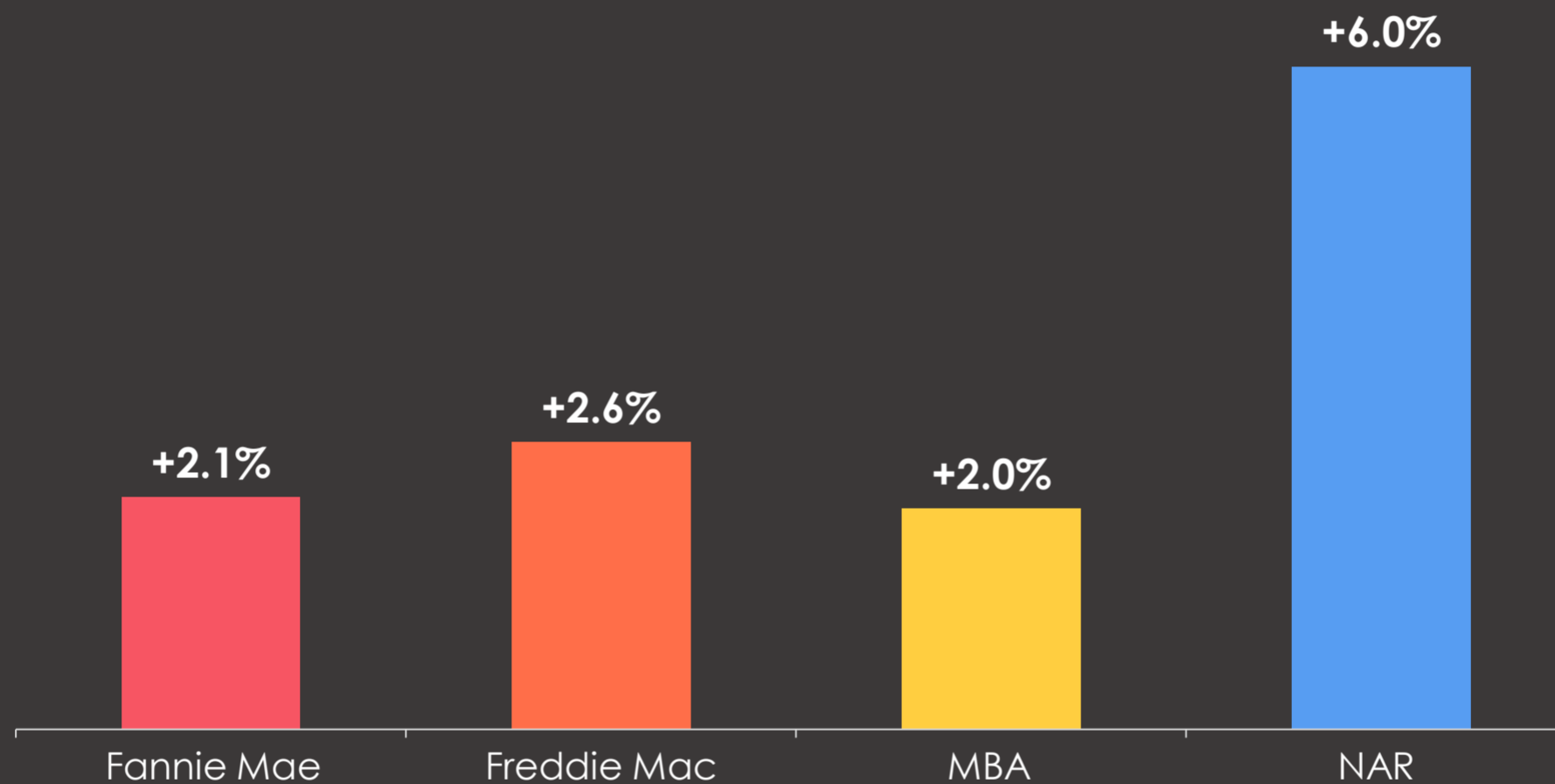
2021 Home Sales Forecast

(in millions)



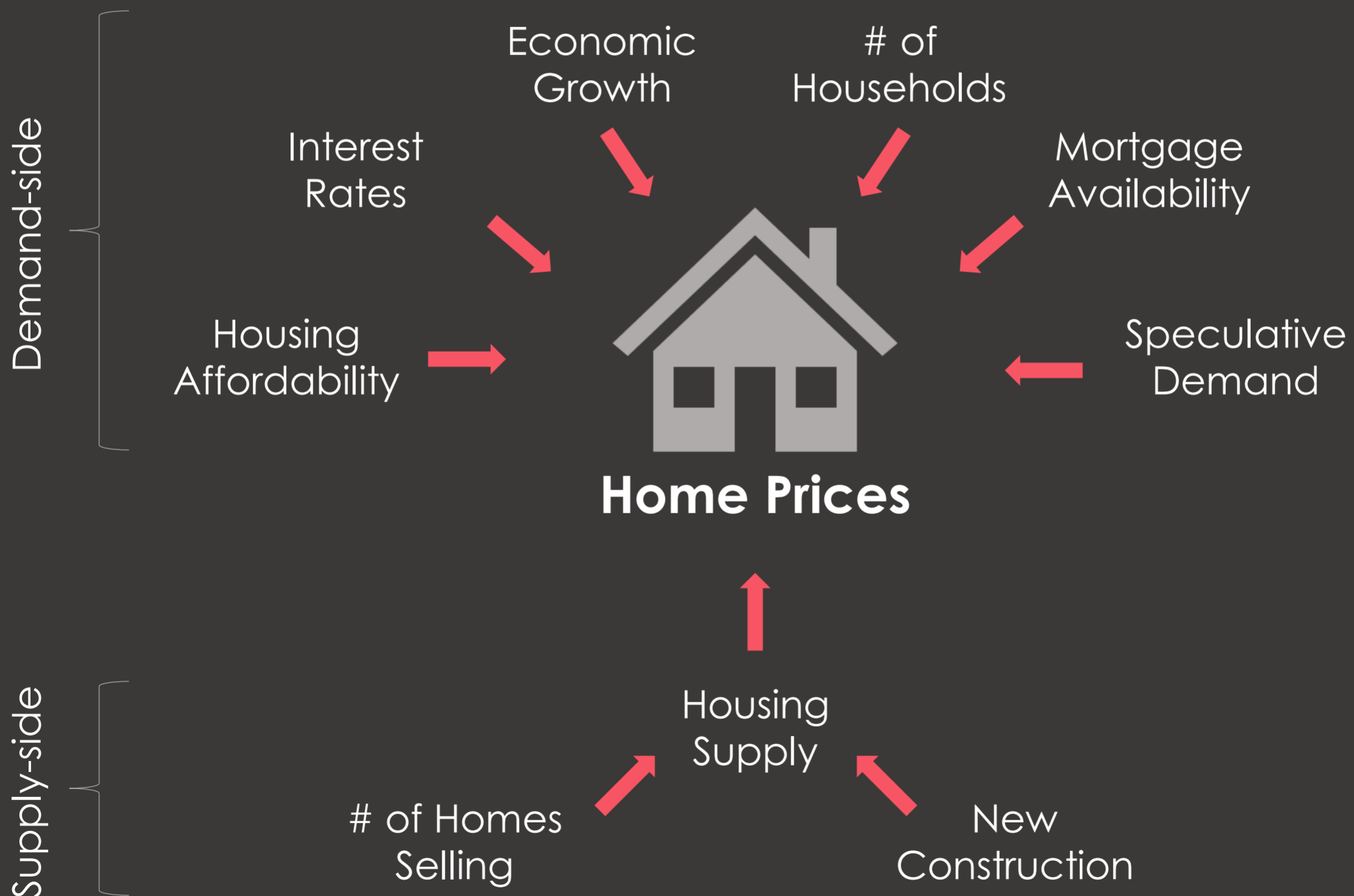
In 2021, home sales are forecasted to increase along with prices

2021 Home Prices Forecast

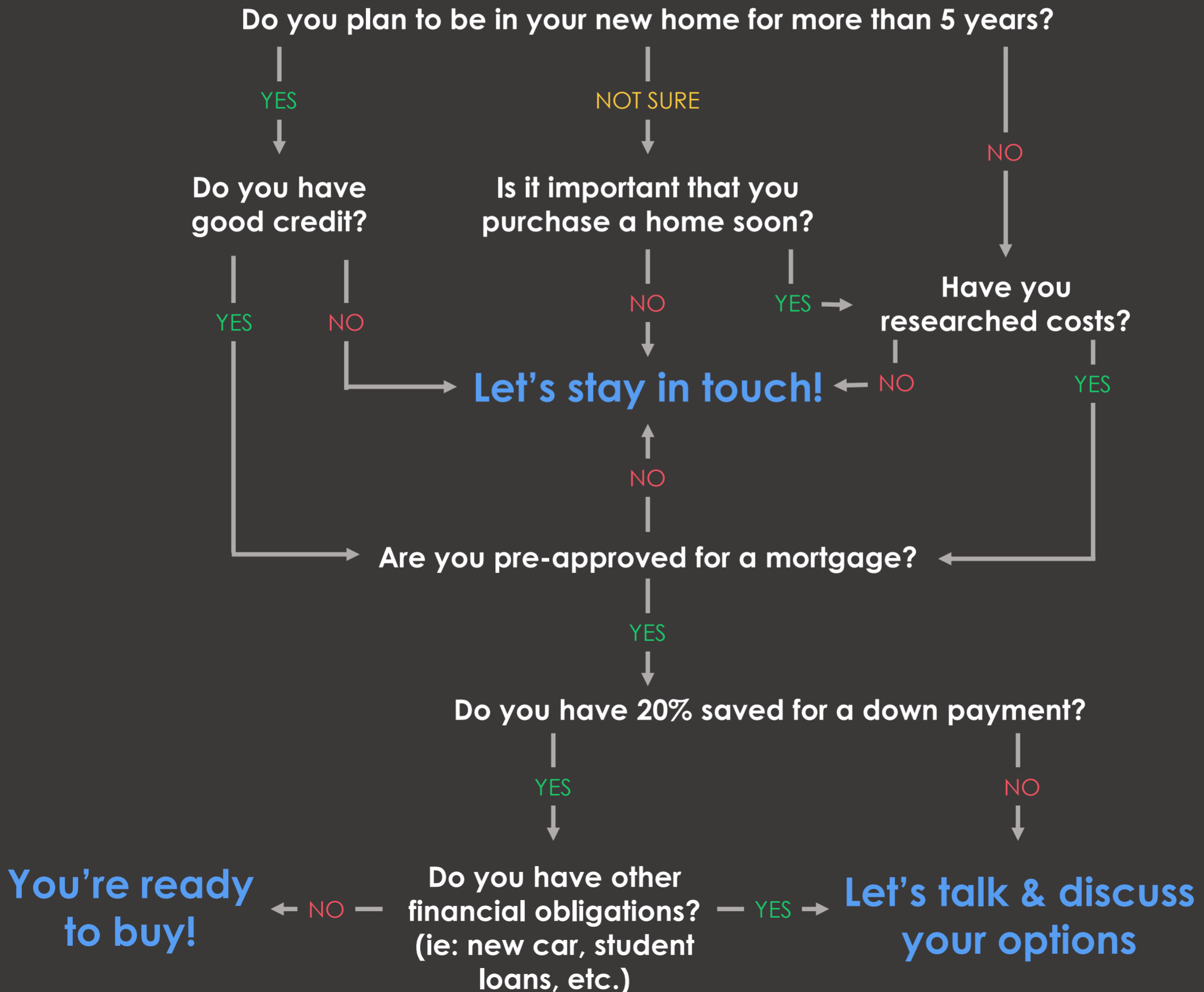


In 2021, home prices are forecasted to increase along with home sales

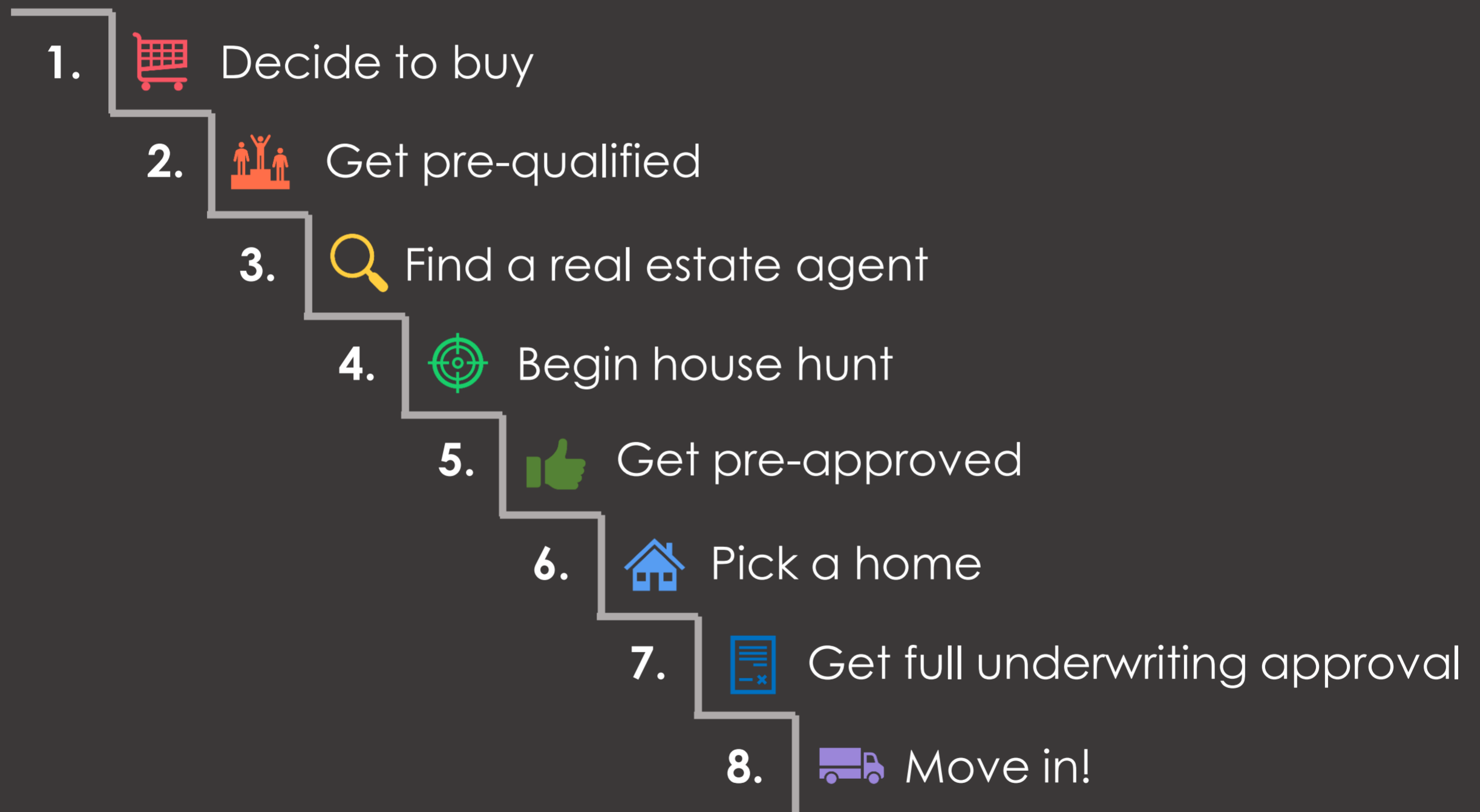
Factors that Influence the Housing Market



Are You Ready to Rent or Buy?

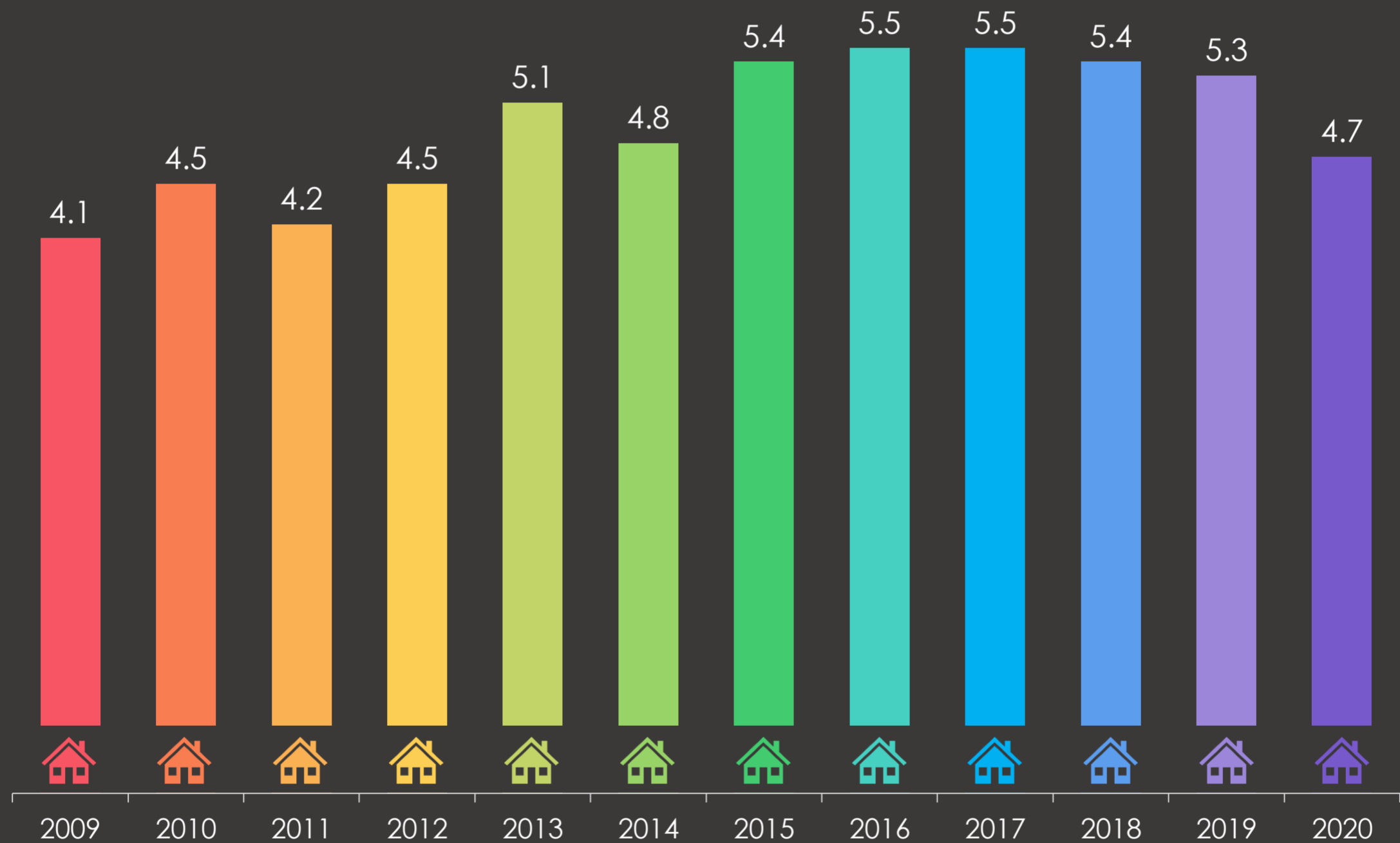


8 Steps of the Mortgage Process



U.S. Existing Home Sales in June

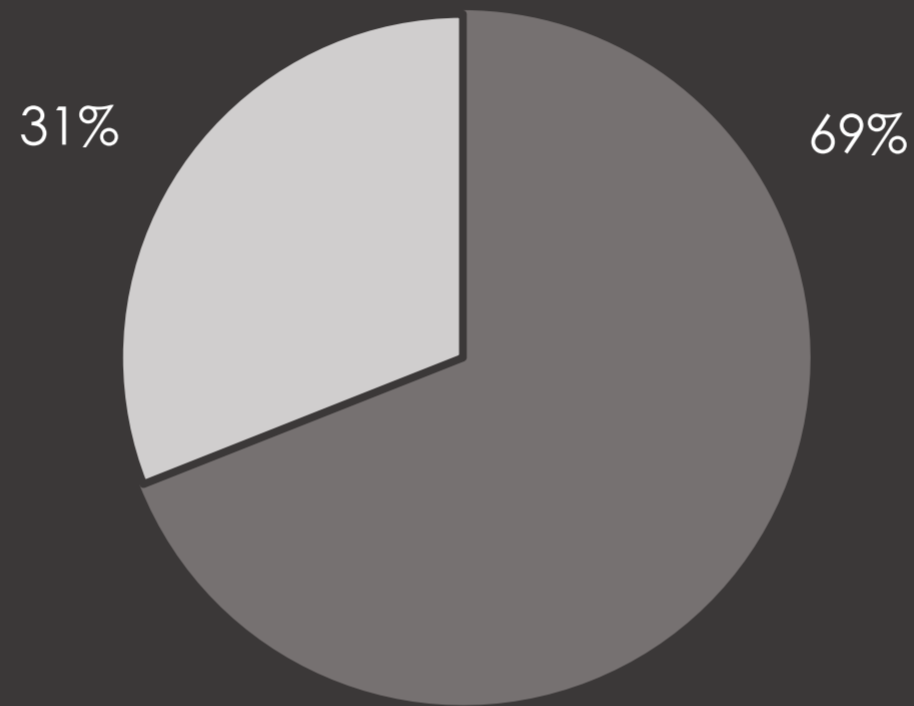
(in millions)



First-Time

vs.

Repeat Buyers



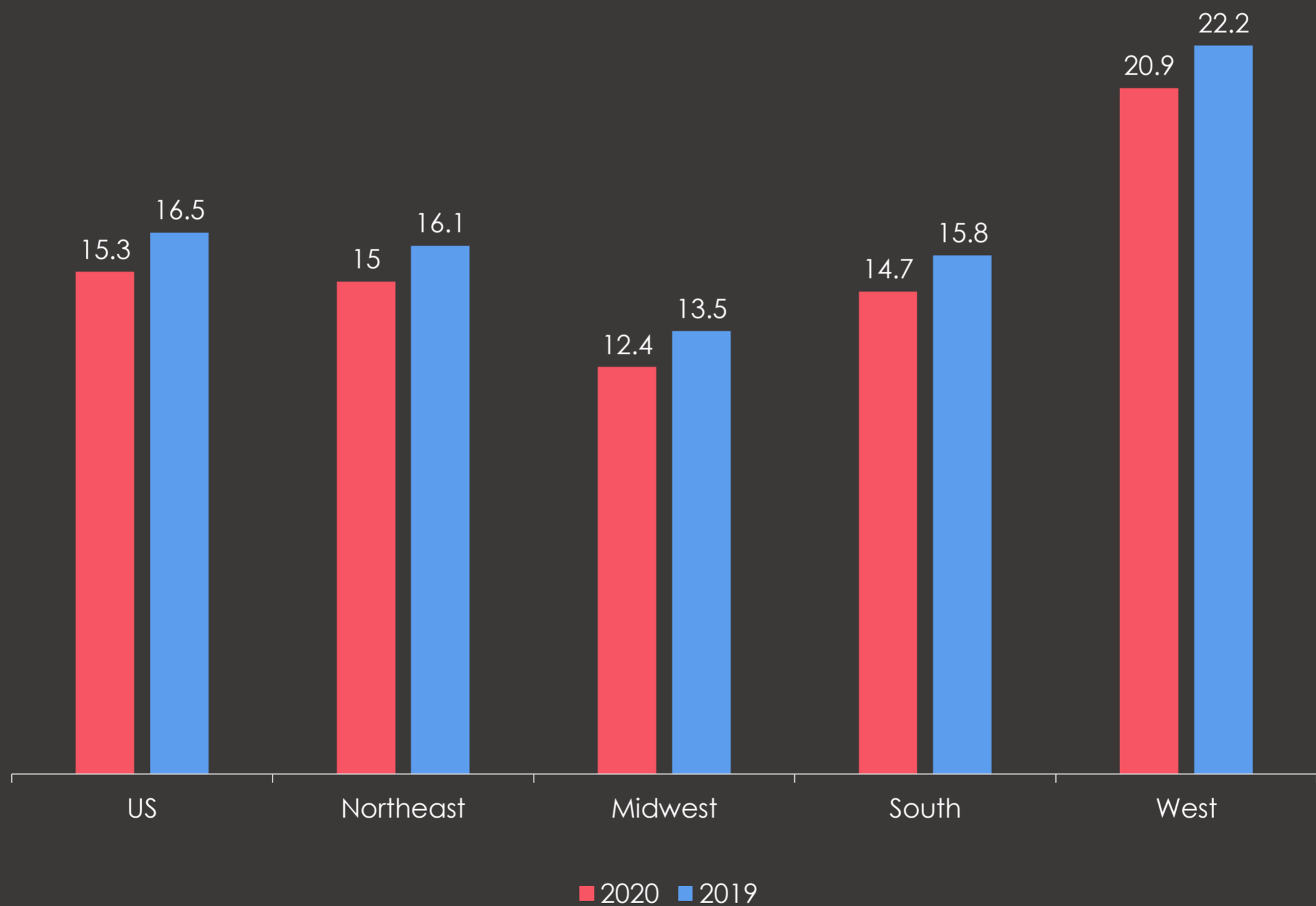
33
Median Age

47
Median Age

\$80,000
Median Household Income

\$106,700
Median Household Income

Mortgage Payments as a Percent of Income



Home Staging Do's and Don'ts

DO's

1. HANG MIRRORS

Hang a mirror in your entry way for a more spacious look.

2. REMOVE CLUTTER

Clutter makes your house look small and unwelcoming.

3. LESS FURNITURE

Minimize furniture to make your home look open and spacious.

4. USE NEUTRAL COLORS

Neutral colors show best in all homes and don't turn off buyers.

5. USE TECHNOLOGY

Tech updates are a huge selling point. Showcase them!

DONT'S

1. MASK ODORS

Use only natural deodorizers
And avoid floral scents.

2. NEGLECT EXTERIOR

Curb appeal is important
– make it appealing.

3. OVERCROWD

Keep each room's purpose
clear and well defined.


4. USE RANDOM COLORS


Bright colors make open spaces
feel much smaller.

5. HEAVY DRAPES


Use sheer curtain to bring in
natural light.


5 Tips for Boosting Curb Appeal

- 1. Complete an investigation** 

Pretend you are the buyer, walk and drive by the house. What good and bad things catch your eye?
- 2. Add exterior touches** 











Minor additions to the exterior, like a new mailbox or address numbers, can make a home stand out.
- 3. Paint outside** 

Adding a fresh new coat of paint can revive the appearance of a home. Paint the trim, touch up discolorations, and use neutral colors.
- 4. Use a pressure-washer** 

Rent or purchase a pressure-washer and use it to clean extremely dirty surfaces like the porch, deck, driveway, and siding.
- 5. Get a second opinion** 

Homebuyers will notice details you've missed. Ask a friend or a neighbor for a second opinion of your home's exterior.

10 Tips for Investigating the Neighborhood You Want to Live in

-  Visit during the day/night and on weekdays/weekends.
-  Go for a long walk in the neighborhood.
-  Test your commute to work/school.
-  Talk to some of the neighbors.
-  Join a neighborhood Facebook Group.
-  Check bus routes and proximity to public transportation.
-  Read the local newspaper and the neighborhood blog.
-  Use Google for street views and look at proximity to freeways, parks, etc.
-  Research online for city, school, and crime reports.
-  Use apps for points of interests, weather, Neighborhood Scouts, Street Advisor.

“Ninety percent of all millionaires become so through owning real estate. More money has been made in real estate than in all industrial investments combined. The wise young man or wage earner of today invests his money in real estate.”

– Andrew Carnegie

“Real estate cannot be lost or stolen, nor can it be carried away. Purchased with common sense, paid for in full, and managed with reasonable care, it is about the safest investment in the world.”

– Franklin D. Roosevelt

“I will forever believe that buying a home is a great investment. Why? Because you can't live in a stock certificate. You can't live in a mutual fund.”

– Oprah Winfrey

“Now, one thing I tell everyone is, learn about real estate. Repeat after me: Real estate provides the highest returns, the greatest values, and the least risk.”

– Armstrong Williams