



It's true. The market is slow, but we're still selling. We have been helping Arizona homeowners achieve their real estate goals for more than 20 years.

We understand what it takes to make your home stand out in today's market. We prepare custom, comprehensive programs to aggressively market your home.

The Richard Gaylord Team and Long Realty Partners are dedicated to our clients' success. You can trust us to deliver results!



Top 3 Tips to Sell Your House in a Slow Market

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1. Get the Facts & Price It Right!

Educate yourself. Meet with a trusted real estate professional with a proven track record. You need someone who is honest and straight forward about the current market and the actual price you can expect for your home. Don't price your home high and expect to negotiate, buyers will just move on. Listen to your real estate professional and price it to sell.

2. Fix, Clean & De-clutter

Make all repairs and finish any household projects **before** you list your house to sell. In such a competitive market, your home should show like a model home -- ready to move in.

3. Get Comprehensive Online Exposure

The internet is a powerful resource. According to the National Association of Realtors, 80% of all home searches start online and 25% of buyers first saw the home they purchased on the internet. NAR also reported that having multiple photos or a virtual tour increased buyer interest.

Select an real estate agent with a strong internet presence and the experience to effectively market your home online.

Richard Gaylord
(480) 363-6526
www.TheGaylordTeam.com
Email: RGaylord@cox.net



The Good News



About today's market...
That you'll never hear!

FACT: Approximately 30% of all US homes are free and clear and do not have a mortgage.



FACT: Of the 70% of households that do have a mortgage 96.7% are not in foreclosure.



14,351: Foreclosures in CA in January 2009
20,952: Foreclosures in CA in December 2008

Source: Consumer Mortgage Reports

Source: Mortgage Bankers Association

Are we really spinning out of control?

FACT: The US Gross Domestic Product is more than the GDP of the next three countries combined.

Every time we listen to the evening news or read a newspaper, bad news seems to encompass our every day headlines. This bad news intensifies our concerns with the stability of our economy. With the media in full effect, throwing around terms such as "MELTDOWN" and "CRISIS," it is easy to understand why one may lack confidence in buying or selling a home.

We have to remind ourselves the media usually only reports negative news, facts and statistics that amaze us in an unconstructive fashion. Is the media's sole objective to attract an audience to make you feel bad about yourself? The media continuously announce how unemployment rates are on the rise, despite the fact that millions of people are still working, eating out, and even buying and selling homes. In fact, while 3.3% of homes in the United States are in foreclosure, 96.7% are in good standing. The market is dynamic and opportunities continue to present themselves, however today these opportunities come dressed in camouflage.

Instead of internalizing the negativity that headlines can reduce us to, choose to be optimistic and focus on the positive opportunities around you. Do not drown in today's wave of recession, rather stay ahead of the curve with a fresh mental outlook. Instead of focusing on what the housing market *is not* doing, let's direct our attention towards what our economy *is* doing.

| Rank | Country | Gross Domestic Product (GDP) | Date of information |
|------|---------------|------------------------------|---------------------|
| 1 | United States | \$14.33 trillion | 2008 est. |
| 2 | Japan | \$4.84 trillion | 2008 est. |
| 3 | China | \$4.22 trillion | 2008 est. |
| 4 | Germany | \$3.82 trillion | 2008 est. |

Source: <http://en.wikipedia.org>

