



HOME DELIVERY

Residential Real Estate Trends, Issues and News for Consumers

The National Association of REALTORS® distributes *Home Delivery* every month to real estate, personal finance and consumer journalists as a resource for background or story ideas.

Making a List and Checking it Twice

Whether you were naughty or nice this past holiday season, NAR has a book to help you ring in the New Year. The recently published *1,200 Great Sales Tips for Real Estate Pros* compiles information from *REALTOR® Magazine's* past "List" issues, an annual series of real estate-related tips and advice.

The shift from a seller's to a buyer's market in many areas of the country, influx of immigrants, increasing influence of 20- and 30-somethings, and growth of technology and the Internet are all forces transforming the industry. This book aims to help professionals adapt to the evolving demands of the current real estate market.

The book is available at www.realtor.org/store.

Story Springboard

- Cultural cognizance One section of the book provides insights into serving a more culturally diverse clientele. According to the Joint Center for Housing Studies at Harvard University, immigrants have accounted for more than one-third of household growth in the United States since the 1990s. Visit www.realtor.org/libweb.nsf/pages/fg225 to learn how trends in home feature preferences, decision making, and the home search process vary by culture, and get Realtors®' perspectives on how immigration is influencing the real estate market in your area.

Real Estate 2007: An Internet Odyssey

First, advances in cell phones, e-mails, and PDAs helped Realtors® stay in touch with their clients. Next, the real estate industry made online listing information a reality. Now, new participatory Internet developments such as blogs and social networking sites are changing the real estate landscape.

For example, although its future remains to be seen given its recent acquisition by Google™, YouTube not only allows Realtors® to post videos of listings, but also to share information on topics such as final walk-throughs, selling in a slow market, or the effects of pools and hot tubs on property values on the site, demonstrating their knowledge and value to consumers.

Products like Apple Inc.'s upcoming iTV could expand the realm of virtual tours to include footage of neighborhood schools, community shopping centers, restaurants, and cultural and recreational facilities.

Story Springboard

- YouTube, WeTube Talk to Realtors® in your area who are using some of these new venues to reach potential homebuyers. What technologies do they use? What is the response? Has their business changed or been influenced as a result? Interview consumers who have used real estate information on the Internet – what resources do they find most useful?

Buyers Ask: Will the Grass Be Greener if I Get Off the Fence?

To be sure, many real estate markets across the country have been seeing housing inventory increase and home prices stabilize.

Although most sellers are still seeing a very good return on their housing investment, with more than 50 percent appreciation over the past six years, some home buyers have concerns about the timing of their home purchase in this environment. For their part, homeowners are wondering about the long-term value of their home and how the laws of supply and demand will affect home sellers in their community.

In this uncertain environment, a Realtor®'s experience and expertise is vital for both buyers and sellers.

Story Springboard

- Been there, seen that This month, NAR is launching two new advertising spots, explaining to consumers that "Every market's different, call a Realtor® today." Interview Realtors® in your area who have worked in both buyers' and sellers' markets. Ask them how their clients' home search and marketing tactics reflect the changing real estate environment, and have them provide tips for both buyers and sellers in your community. To learn more about NAR's advertising campaign, visit www.realtor.org/awarenesscampaign.

Please contact Stephanie Singer, 202/383-1050, or via e-mail at ssinger@realtors.org, for additional ideas, sources, data and resources.



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