

NAR "Message House"



NATIONAL ASSOCIATION OF REALTORS®

As used in Surround Sound Training

Updated Nov. 12, 2009

Opportunities broaden as the housing market begins to improve

The Rooms = Key Messages

Opportunities for buyers, especially first time buyers, remain excellent

If you want to sell a home, conditions are improving

Market remains complex, with great local variation - important to work with a REALTOR®

The Foundation = Supporting Points

- Low interest rates
- Attractive prices
- Good inventory in many markets
- Expanded & extended tax incentive

- In some markets prices have begun to rise
- Sellers should be realistic and not expect explosive growth
- Traditional 3-4% annual appreciation will return

REALTORS® :

- Know your market
- Offer trusted counsel
- Are especially prepared to assist in complicated transactions in this economy