



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.

Tweet, Tweet, Tweet

Realtors® have been blogging for several years, but as new social networking tools gain popularity, more and more Realtors® are developing new ways of communicating and connecting with their buyer and seller clients.

Realtors® know that today's consumers are online – according to the *2008 NAR Profile of Home Buyers and Sellers*, nearly nine out of 10 recent buyers used the Internet in their home search.

Sites like Twitter, LinkedIn and Active Rain are changing the way Realtors® build their businesses.

Story Springboard

- Getting in on the online game...

Find out how new online tools are changing the real estate culture in your community. Talk to Realtors® in your area about ways they're using the latest social networking tools to connect with clients and how those clients are responding. Interview buyers and sellers to find out how valuable they think these new tools are. Do social network users follow certain demographic or psychographic patterns? What about the Realtors® who serve them? To learn what Realtors are tweeting about in the industry, visit *Realtor® Magazine's* twitter page at <http://twitter.com/realtormag>.

Cautious Optimism

According to the recently released Real Estate Roundtable's Sentiment Survey, real estate experts think market conditions are improving despite the credit crunch.

Nearly 60 percent of the survey's 120 respondents expect market conditions to improve within a year. Although 88 percent of the respondents think loans are tougher to get now compared to a year ago, 68 percent predict conditions will improve in the next year.

Their optimism is based on an uptick in the [Overall Q2 2009 Sentiment Index](#). Measured on a scale of 1-100, the index evaluates surveys from recent quarters and calculates an overall average. Currently the index rests at 41, up from 38 last quarter and 33 six months ago.

Story Springboard

- Light at the end of the tunnel

Talk to Realtors® about credit conditions in your area. Do they agree with the Roundtable Sentiment Index? Are buyers finding it more complicated to obtain loans due to tighter lending or are conditions improving? How are Realtors® helping consumers through the process?

FSBO – For Sale But Onerous

Selling your own home might sound like a good idea at first, but many sellers quickly realize they've gotten in over their heads or may have sold their home for much less than they would have had they worked with a Realtor®.

The *2008 NAR Profile of Home Buyers and Sellers* found that two-thirds of "For Sale By Owner" sellers found some aspect of the home sale to be difficult.

Twelve percent of sellers who knew the buyer thought that getting the price right was the hardest task. Among FSBO sellers who didn't know the buyer, 16 percent found it difficult to sell within the time planned, 15 percent found fixing up the home arduous, and 12 percent found it difficult to get the price right.

Story Springboard

- Not as easy as it looks... Did you know 25 percent of FSBO sellers took no action to market their home and 72 percent didn't offer incentives to attract buyers? Talk to a Realtor® about other missteps FSBO sellers risk when attempting to go it alone.

Please contact Michelle Wardlaw, 202/383-1042, or mwardlaw@realtors.org for additional ideas, sources, data, and resources.



NATIONAL ASSOCIATION
OF REALTORS®

The Voice for Real Estate

Home Delivery

April 2009

Volume VI, Issue 4