



# 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.

### Getting to Sold

Homeowners who have to sell in today's market can face a number of obstacles, but Realtors® are rising to the challenge with innovative approaches that help sellers get to sold.

Securing financing can hold many home buyers back. An attractive alternative for these buyers is seller financing – an arrangement in which sellers may be willing to finance all or part of the purchase – and a Realtor® can help negotiate these transactions.

Realtors® can also help buyers and sellers develop rent- to-own agreements, in which sellers allow a buyer to lease the property with an option to buy, applying a portion of the rent toward a future downpayment.

Realtors® are getting creative with marketing approaches, as well. Some recent examples:

- One-time, 15-minute open house
- Home trades
- Strategic pricing techniques

### Story Springboard

• Ensuring Seller Success  
 Visit [www.realtor.org/rmosales](http://www.realtor.org/rmosales) and [marketing/howisoldit](http://www.realtor.org/marketing/howisoldit) for real-life examples of how Realtors® have applied their experience and insights on behalf of today's sellers and buyers. Talk to Realtors® in your area to learn about their creative strategies for helping their seller clients achieve success.

### "I'd Rather Walk..."

Walking is a great way to maintain a healthy lifestyle and according to a new study, it also contributes to increased home values!

"Walking the Walk: How Walkability Raises Housing Values in U.S. Cities" reports that homes in areas where shopping and social destinations are in walking distance command anywhere from \$4,000 to \$34,000 more than homes that aren't.

The study measures a neighborhood's walkability by the Walk Score algorithm. The more consumer destinations within walking distance of a home, the higher the walk score. Walk scores range from 0 to 100. To read the entire report, visit

[www.ceosforcities.org/files/WalkingTheWalk\\_CEOsforCities1.pdf](http://www.ceosforcities.org/files/WalkingTheWalk_CEOsforCities1.pdf).

### Story Springboard

• The Short Walk Home  
 Talk to a Realtor® about your neighborhood's walkability. How popular are the areas closest to shopping and entertainment? Talk to homeowners who live in those areas to learn if easy access to local attractions influenced their purchases. Do they use their vehicles less frequently? Were they also interested in environmentally friendly home features during their home search?

### Bringing the Tax Credit Home

Andrea Larocque, a single mom in Rhode Island, was able to purchase her first home and use the \$8,000 home buyer tax credit for necessary home renovations. She's just one of the 1.4 million buyers who have purchased their first home and will receive up to \$8,000 from Uncle Sam this year. NAR estimates that 2 million people will benefit from the incentive by the end of the year.

The jury's still out on whether or not Congress will extend the \$8,000 tax credit, but in the meantime this crucial incentive is helping change the lives of first-time buyers all over the country.

Learn about Andrea's story and many others on YouTube:

[www.youtube.com/video\\_response\\_view\\_all?v=A53DdKPRG3k](http://www.youtube.com/video_response_view_all?v=A53DdKPRG3k).

### Story Springboard

• The Credit in Your Community  
 Realtors® in your area are the best resource to connect you with buyers receiving the \$8,000 tax credit. Ask buyers when they first became aware of the incentive and if it was the motivation behind their purchase. Would they have waited to buy if the tax credit hadn't been available?

Please contact Michelle Wardlaw, 202/383-1042, or [mwardlaw@realtors.org](mailto:mwardlaw@realtors.org) for additional ideas, sources, data, and resources.

