

SPOTLIGHT STRENGTHS IN YOUR LOCAL MARKET TO COMBAT NEGATIVE NATIONAL MEDIA

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There's an undeniably consistent tone in national media coverage regarding real estate today - times are tough and home sales are way down. Potential home buyers are bombarded daily with negative statistics relating to the national trend in home sales. This continues to be the main focus despite the fact that, according to the National Association of Realtors (NAR), most metropolitan markets saw an increase in home sales prices.

NAR spokesman Walter Molony noted that "the most frequent complaint from [NAR] members is the constant drumbeat of negative coverage is causing buyers to back out of transactions." He cites that "fear created by these negative headlines" is causing the market to underperform.

What the NAR and brokers are emphasizing is that real estate markets should be examined on a local level. Every market is different.

So, what can you do to counter negative perspectives expressed in national media reports and reignite local dialogue?

For one, be consistent in reassuring your audience that there is movement in your local marketplace. One way to do this is by using Just Sold mailings to highlight your local success. By increasing the frequency of Just Sold mailings against Just Listed, not only will you be reinforcing your positive results as an agent, but you will be emphasizing health in your local market.

You can also educate your audience on why this is a great time for them to buy. The wide selection of inventory in the market today means that buyers can be less compromising when searching for their dream home and have better leverage when it comes to price negotiation. Include messaging on your direct mailings that draw attention to those points.

Remember, it's all about perspective. As an agent, you have the advantage of knowing the real facts about strengths in your local market. Use your direct mail resources to get your point of view into the hands of your potential clients.