

## How's The Real Estate Market??...

Is a question that rivals the widespread popularity of the typical "icebreaking" banter surrounding the weather. When consumers, be they friends, family or acquaintances ask professionals this inevitable real estate related question, be their motivation reflect either a deep interest in real estate, or merely a casual question employed to kick off an informal conversation, a serious and informative response is warranted.

Conversely, when trite, knee jerk, and ritualistically simplistic responses such as... the market is unbelievable,... or... it's a great time to buy, or... I've never been busier (as if the question was about the real estate agent's career and not the market) are provided, it underserves consumers and profoundly underrepresents the importance of real estate in the lives of many.

How's the real estate market?... from the perspective of Prominent Properties Sotheby's International Realty is a question that truly deserves a nuanced, thoughtful, and significantly more analytical treatment than the aforementioned... say-nothing type superficial generalizations. Real Estate information and advice in our view needs to be both accurate and relevant to individual circumstances, and local market conditions and strategic opportunities.

How's the real estate market?... also suggests that consumers are in search for real estate information that goes well beyond the general real estate trends reported in the media. Such interest requires and deserves real estate professionals to dedicate themselves to taking a greater and more customized approach in order to respond accordingly.

For example, in a market where home prices have materially dropped, many prudent consumers have sold their property at a loss in order to "move up" and experience a potentially far greater gain on the other end. (Please ask for a copy of our brochure, "How to move up when home markets have moved down") To such individuals the marketplace becomes an **opportunistic one!** **The purpose of this information is to respectfully remind ourselves that all real estate markets are complex and need to be viewed both contextually and from the perspective of individuals needs, circumstances, and... opportunities.** We at PPSIR are well prepared to provide you with information and guidance that goes well beyond this brief informational piece in order to explore any and all personal opportunities with you... especially **SINCE YOU ASKED!**



Charles Oppler  
Chief Operating Officer



Randy Ketive  
Chief Executive Officer

## Buyers

### How is the Market for Buyers?

When asked by buyers, this is a question that can be more fully responded to than any time in history. How so? Until recent times prospective buyers had no world wide web that showcased virtually all homes on the market... many with multiple photos. Moreover in years past, most buyers didn't even have their own real estate agent who was fully representing them in the transaction. This was because for many decades real estate agents, even when working directly with a buyer, were performing as a sub-agent to the home seller in the transaction. Today in most cases, but not always, buyers can work directly with a buyer representative. This difference in agency relationship has vast consequences regarding the informational and negotiating factors that determine how the real estate market might pertain to you.

We suggest that you ask a PPSIR associate for a copy of the *Consumer Information Statement (CIS)* which explains in greater detail, the importance of agency and how it functions. Another major difference that helps prospective buyers learn how the market is... relates to how there now exists for consumers unprecedented access online, not only regarding homes that are on the market, but also a vast amount of relevant real estate data. Such content is indispensable in making strategic and prudent purchasing decisions. PPSIR Associates are well prepared to assist all prospective buyers in making informed and prudent real estate decisions.



## First Time Buyers

### How is the Market for First Time Buyers?

Moving from renting to buying (How's the market for you???) as we publish this information we are experiencing a remarkably opportunistic market for renters and others who seek to become first time buyers. Due to the recent dramatic decline in home values within certain markets, and among various property price ranges and styles, (remember homes are not commodities therefore there is a wide disparity regarding opportunities) there now exists an abundance of properties that are ideally suited for first time buyers. We are prepared to help all those who want to strategize with us on how to best move from renting, or living at home, to becoming homeowners. *PS. At this time interest rates are at some of the lowest rates in history, call us today because... Homeownership Matters!*

## Investors

### How is the Market for Investors?

Buying commercial or residential real estate from the perspective of an investor, is quite different than when buying predominately for lifestyle reasons. Our network of PPSIR associates and regional offices throughout New Jersey can be of vital assistance in helping investors to identify, finance, manage, or sell investment property. We look forward to helping you explore and then realize your real estate investment goals.

## Feeling Distressed?

We would be remiss, during this particular time, not to discuss how the real estate market is, without acknowledging that this question is a very poignant and upsetting one to many home owners. Homeowners who represent all price ranges and who are experiencing the consequences of the recent dramatic drop in home values. The decline in many markets has led to a significant number of properties being described as "underwater." Underwater meaning that their mortgage is greater than their home's appraised value. If you are among those homeowners who unfortunately are experiencing real estate related hardship we are here to help. We are prepared to provide you with confidential, sensitive and knowledgeable guidance relating to your particular circumstances and the best options available to you. If you would like information regarding not only how your property can be "Marketed at the Highest Level" but also information on short sales, avoiding foreclosures, loan modifications or other options available to you, please contact your PPSIR Associate.

## For Homeowners / Home Sellers

### How's Your Market...as a Home seller?

In all markets even when there are similar circumstances, some home sellers do significantly better than others. Why is this?... One explanation is that they make different decisions. We believe that sound decision making along with developing an effective strategy makes a major difference. This is true whether a homeowner wants to sell, relocate, downsize, move up, become a renter, stage their home, renovate or even appeal their property taxes. All such decisions become enhanced through the information and knowledge of highly skilled real estate professionals. We suggest that before making any real estate related decisions that you allow us the opportunity to provide you with an analysis of both your property and your market.

Should you decide to sell, Prominent Properties Sotheby's International Realty expectedly looks forward to validating that we do indeed, "Market New Jersey Real Estate at the Highest Level<sup>SM</sup>." We make this lofty assertion not merely because we enjoy the highest average sales price of any company in our state (Source: real-trends.com)... but even more so due to our outstanding marketing professionals and how they employ our *Customized Home Marketing System*.

If you still believe, that there really isn't much of a difference between real estate companies, then we respectfully invite you to meet with a PPSIR Associate (presumably our associate who has provided you with this information) ...and prepare to become enlightened.

If you want to have your home sold, or if has been on the market and did not sell and you are now eligible to consider another real estate company please ask your PPSIR Associate for a complimentary copy of "Marketing Your Home at the Highest Level<sup>SM</sup>."

Visit [dankahnrealestate.com](http://dankahnrealestate.com) or scan this QR Code:

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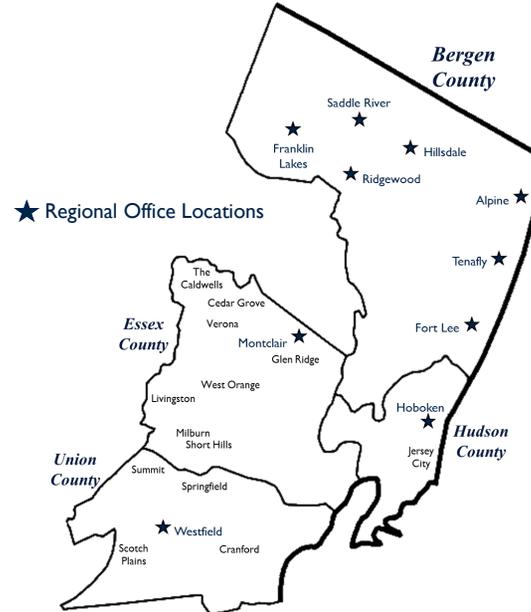
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### Mission Statement:

Our vision is to provide remarkably outstanding service and skills to our clients; foster a culture of ethics, collegiality, community, and diversity; while simultaneously seeking to optimize the career potential for our associates, administrative staff and management team.

### Company Profile:

- 10 Regional Offices Serving Northern and Central New Jersey
- Approximately 400 Regional Sales & Marketing Associates
- Highly Accomplished Administrative Staff



Call today for all your Real Estate Questions



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If your property is listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers. We are happy to work with them and cooperate fully. Each Office Is Independently Owned And Operated.

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## How's The Real Estate Market?

# Thanks For Asking!

## Information And Suggestions Regarding The Market For:

- Home Owners
- Buyers
- Renters
- Investors
- Distressed Real Estate Related Circumstances

**"Marketing New Jersey Real Estate  
at the Highest Level<sup>SM</sup>"**