

## Are You Sick of Negative Talk?

It's such a shame that the media takes more time building stories about how bad the real estate market is and how the bubble is bursting, rather than pointing out the facts about the great real estate market we're enjoying.



Alice and I were in Pennsylvania last month working with Coldwell Banker Homesale Services, the third largest Coldwell Banker affiliate in their system. They are great because they think positive in everything they do. Their market is not down and their Sales Associates are planning on their best year ever. Integrity Selling® was just launched with 108 people participating. There is no doubt that positive actions will create positive results for them.

The current interest rate for homes of 6.31 percent is down from last week, when it averaged 6.40 percent. Last year at this time, the 30-year fixed-rate mortgage averaged 5.91 percent. This is the lowest the 30-year fixed-rate mortgage has been since the week of March 2, 2006, when it averaged 6.24 percent.

We probably all agree that the real estate market is going to remain very strong and profitable. However we may need to pause and think about what homebuyers are looking for and why. Last week we were in Phoenix and they are well on their way to creating a community to meet the demands of tomorrow's home buyers. From high-end condominiums to high rise condominiums it's a transformation focused on building what the buyers want to buy. It's a great example of building homes for the retiring middle- and upper-middle-class baby boomers, who don't want a big spread with a lot of maintenance.



We all need to help the media by sending them positive articles and news stories that talk about the great choices homebuyers have today and low cost of homeownership we still enjoy. There is no other investment that can match the return of investment that real estate has experienced for the last 30 years. We need to keep ourselves positive and continue to share positive examples we're aware of with everyone that will listen.