

A Guide To Buying Your **FIRST HOME**





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Top Reasons To Own Your Home



Privacy



Have a space that's solely your own

Loved Ones



Prioritize the needs of those closest to you

Stability



Control your future direction and security

Personal Expression



Display your unique personality

Financial Investment



Grow your assets and net worth

Accomplishment



Reflect your efforts and success

Comforts



Surround yourself with enhanced experiences

Community



Be a part of a broader social group



How To Kick Off the Homebuying Process

Buying a house can feel like a daunting task. It involves a lot of different factors, including everything from loan qualification and credit checks to appraisals, legal contracts, and more. It can all feel a little unapproachable, especially if you've never done it before. But it doesn't have to be that way.

Acknowledge This Once-in-a-Lifetime Achievement

As you take the first steps on this journey, focus on the excitement you feel. Homeownership changes lives – it's that simple. It gives you more stability, more stake in the community, and a greater sense of pride and accomplishment.

Don't worry – no one expects you to know everything about the process up front. Instead, focus on your homebuying goal and how achieving it will change your life. Let the experts help you along the way with the finer details. Your job is to think about what you want, what you need, and who's going to help you achieve your goal.

Build Your Knowledge and Your Team

When it comes to buying your first home, seeking out information about homeownership and the homebuying process is the first step. Before you can make one of the biggest and most impactful purchases of your life, you need to understand what it takes to become a homeowner and why homeownership is so worthwhile. That's where the experts come in.

In this guide, you'll find expert insights and research to help you learn how to get started, what you need to know, and what you can expect from the process. That way, you'll have confidence as you take this important step forward.

Understand the Key Pieces of the Puzzle

Another thing to remember is that you may also need to overcome some of the hurdles that you feel are holding you back.

Any time you make a big life decision, it's human nature to have concerns or look for reasons you're not ready. In the rest of this guide, you'll explore some of the main things that could be holding you back, including:

- *Student Loan Debt*
- *Down Payments*
- *Beliefs on Renting vs. Buying*

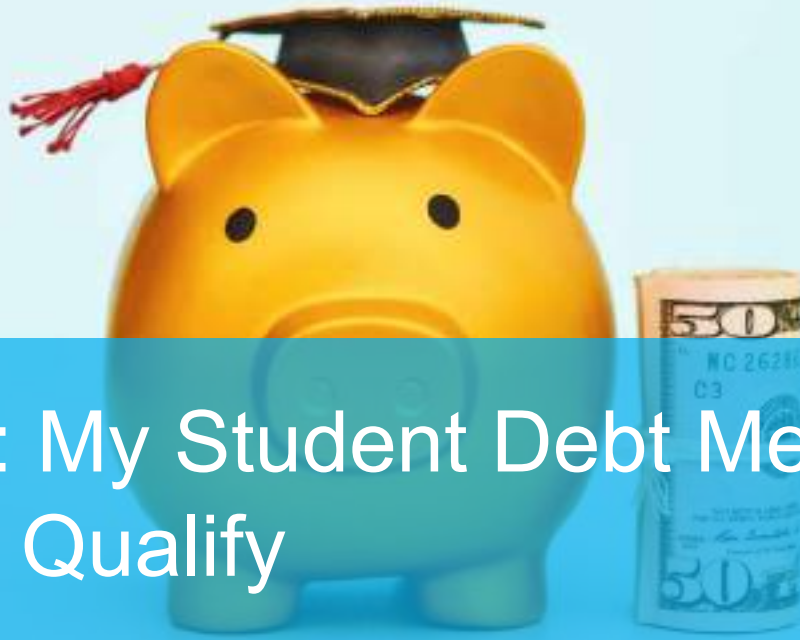
You'll find out what's true and what's not. That way, if you're on the fence about whether or not you want to buy, or you're just kicking off your journey into homeownership, you'll have the information you need to make an informed decision.

After all, you know friends who are buying houses, so why can't you?

Bottom Line

If you're thinking about homeownership, make sure you have the information you need to make your decision. Let's start by breaking down the top three myths that could be holding you back.





Myth 1: My Student Debt Means I Won't Qualify

If you have student loans and are looking to buy a home, you may be wondering how that debt could impact your plans. Do you have to wait until you've paid off your loans? Or could you qualify for a home loan with that debt? To give you the answers you're searching for, let's take a look at what recent data shows.

Do You Have To Delay Your Plans Because of Student Loans?

If you're worried your student loans mean you have to put your homeownership goals on hold, you're not alone. In fact, many first-time buyers in this situation believe they have to delay their plans. According to data from the *National Association of Realtors* (NAR):

*"When asked specifically about purchasing a home, **half of nonhomeowners say student loan debt is delaying them from purchasing a home (51%).**"*

When asked why their student loans are putting their plans on the back burner, three key themes emerge:

- **47%** say their student loans make it harder to save for a down payment
- **45%** say they think they can't qualify for a home loan because of existing debt
- **43%** say they believe the delay is necessary even though they've never applied for a mortgage

No matter which reason resonates most with you, you should know a delay may not be necessary. While everyone's situation is unique, your goal may be more within your reach than you realize.



Can You Qualify for a Home Loan if You Have Student Loans?

In the same report from NAR, data shows many current homeowners have student loan debt themselves:

“Nearly one-quarter of all home buyers, and 37% of first-time buyers, had student debt, with a typical amount of \$30,000.”

That means other people in a similar situation were able to qualify for and buy a home even though they also had student loan debt. You may be able to do the same, especially if you have a steady source of income. *Apartment Therapy* drives this point home:

“... buying a home with student loans is possible, experts say. The proof is in the numbers, too: Some 40 percent of first-time homebuyers have student loan debt, according to the NAR study.”

The key takeaway is, for many people, homeownership is achievable even with student loans.

The best way to make a decision about your goals and next steps is to talk to the professionals. A real estate advisor can walk you through your specific situation, your options, and what has worked for other buyers like you.

They can also connect you with other professionals, such as a trusted lender, who can help. You don't have to figure this out on your own – lean on the experts so you have the information you need to make the right decision for you.

Bottom Line

Many other buyers with student loan debt are already achieving their homeownership dreams. Maybe it's time to take the next step toward making yours a reality too. Let's connect to discuss your options and find out how close you are to achieving your goal.



Myth 2: I Need To Have a 20% Down Payment

As you set out on your homebuying journey, you're likely working on saving for your purchase. But do you actually need to save 20% for your down payment?

A Common and Costly Misconception

If you've asked anyone for advice on how much to save, chances are at least one of them suggested you should save 20% of the purchase price for your down payment. While that's great if you're able to do so, saving that much can be especially challenging for first-time buyers.

But there's good news. While well-intended, that advice is likely based on a common misconception.

The *National Association of Realtors* (NAR) says:

“One of the biggest misconceptions among housing consumers is what the typical down payment is and what amount is needed to enter homeownership.”

The truth is, you may not need to save as much as you think. Unless specified by your loan type or lender, it's typically not required to put 20% down.

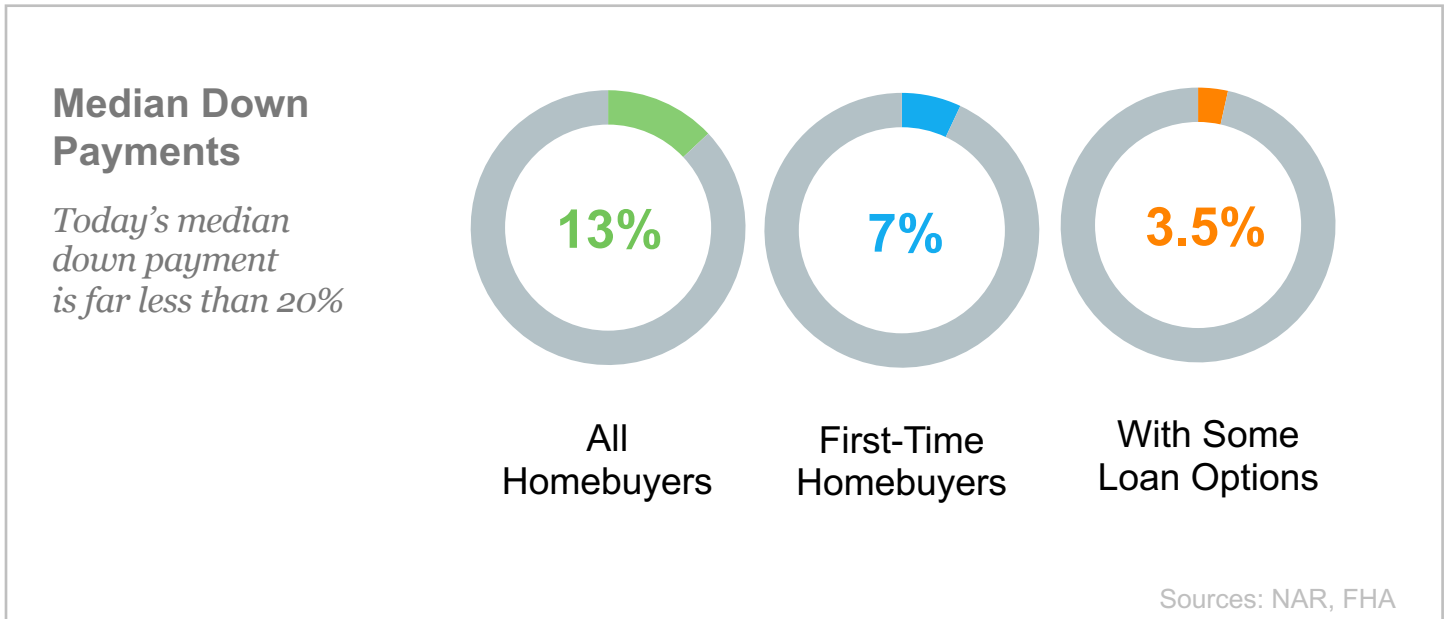


The Benefits of 20% Down

While you usually don't need to put 20% down, doing so can have some great perks, if you're able. Those may include:

1. Your interest rate may be lower.
2. You'll end up paying less over the life of your loan.
3. Your offer will stand out.
4. You won't need Private Mortgage Insurance (PMI).

According to the *Profile of Home Buyers and Sellers* from NAR, the median down payment hasn't been over 20% since 2005. Today, the median down payment for all homebuyers is only 13%. And it's even lower for first-time homebuyers. Typically, they've put down just 7%. Better yet, there are also loan options that require as little as 3.5% (or even 0%) down for buyers who qualify (see chart below):



What Does This Mean for You?

While a down payment of 20% or more does have benefits, the typical buyer is putting far less than that down. That's good news for you because it means you could be closer to your homebuying dream than you realize.

If you're interested in learning more about low down payment options, there are several places to go. There are programs for qualified buyers with down payments as low as 3.5%. There are also options like VA and USDA loans with no down payment requirements for qualified applicants.

To understand the programs that are out there, you need to do your homework. Information is available through sites like *downpaymentresource.com*. But it also helps to turn to the experts for insights and advice. Be sure to work with a real estate advisor from the start to learn what you may qualify for in the homebuying process.

Bottom Line

Don't let down payment myths keep you from hitting your homeownership goals. If you're looking to buy this year, let's review your options together.

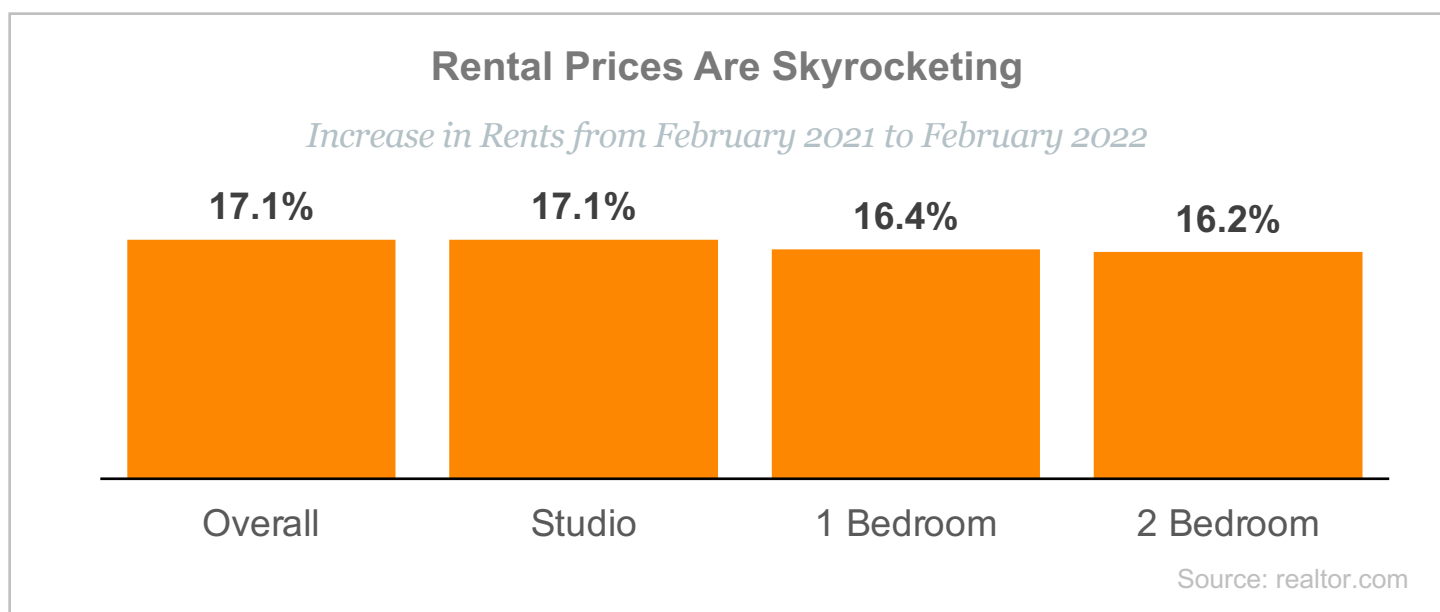


Myth 3: Renting Makes More Financial Sense

Think renting is a better bet from a financial perspective? You may want to think again. History shows rental prices are on their way up and that means your monthly housing costs will likely rise each time you sign or renew a lease. Homeownership can provide longer-term stability.

Rents Are Going Up Again

According to *Census* data, rents have risen consistently for decades. And that trend is continuing this year. Data from *realtor.com* shows just how much rental prices are surging throughout the country. The graph below highlights rental unit price increases over the past year:



If you're a renter and plan on signing a new lease, your monthly costs are likely to go up when you do. Those rising costs can have a big impact on your financial goals, including any plans you're making to save for a home purchase.

Homeownership Offers Stable Monthly Costs

Of course, one of the key benefits of owning your home is that you're able to lock in and stabilize your payments for the duration of your loan. That's not the case when you rent.

While rents are already on the rise, there's a good chance many people will see their rental costs increase even more this year. As Danielle Hale, Chief Economist at *realtor.com*, says:

"With rents already at a high and expected to keep going up, rental affordability will increasingly challenge many Americans in 2022. For those thinking about making the transition from renting to buying their first home, rising rents will remain a motivating factor. . . ."

So, if you're ready to become a homeowner, waiting any longer may not make financial sense. Instead, escape the cycle of rising rents and enjoy the many benefits that come with homeownership today.

Bottom Line

Don't let the convenience of renting fool you. While it may be nice to avoid the routine maintenance on your apartment, the trade off that comes with it is steep.

By renting, you're paying more for that convenience than you may know. Let's connect to explore your options and the many benefits of homeownership.





ESSENTIAL INFORMATION

Now that you're excited about homeownership and we've cleared the hurdles that could be holding you back, let's get tactical. Here's a look at several key terms you'll need to know and some essential information on what to expect from the homebuying process.



Key Terms To Know When Buying a Home



Appraisal

A report highlighting the estimated value of the property completed by a qualified third party.

Lenders rely on appraisals to validate a home's value and ensure they're not lending more than the home is worth.



Closing Costs

The fees required to complete the real estate transaction. Paid at closing.

Ask your lender for a complete list of closing cost items, including points, taxes, title insurance, and more.



Credit Score

A number ranging from 300–850 that's based on an analysis of your credit history.

This helps lenders determine the likelihood you'll repay future debts.



Down Payment

Down payments are typically 3.5–20% of the purchase price of the home. Some 0% down programs are also available.

Ask your lender for more information.



Mortgage Rate

The interest rate you pay to borrow money when buying a home.

The lower the rate, the better.



Pre-Approval Letter

A letter from a lender that shows what they're willing to lend you for your home loan.

This is a critical step in today's competitive market.



Inspection Contingency

A provision in a contract requiring an inspection to be completed.

While it can be tempting to waive in a competitive market, the home inspection is essential. It gives you information on the home's condition and potential repairs.



Affordability

A measure of whether someone earns enough to qualify for a loan on a typical home based on the most recent price, income, and mortgage rate data.

As prices and mortgage rates continue to rise, that will impact how much home you can afford.



Equity

The value of your home above the total amount of liens against your home.

With today's price appreciation, many homeowners are realizing they have more equity than they thought and they're using it to move.

Your Journey to Homeownership

When it comes to buying a home, here are the key milestones in the process.

1

Build Your Team

Kickstart the process by finding trusted experts to guide you along the way.



2

Check Your Score

Find out your credit score and work to improve it by cutting down debt and spending.



3

Boost Your Savings

Talk to a professional about down payment options. Then set a goal and budget accordingly.



4

Know Your Numbers

Discover what you can afford based on interest rates, income, and more. Then get pre-approved to have a competitive edge.



5

Go House Hunting

Tour with your agent to explore neighborhoods, home types, and determine your must-haves. Repeat until you find the one.



6

Make an Offer

Meet with your agent to draft your offer and negotiate with the seller.



7

Get an Inspection and an Appraisal

Rely on the pros as they determine the value and condition of your new home.



8

Make It Official

On closing day, sign the final documentation and get the keys to your home.



9

Move into Your New Home

Send in the movers because it's time to make your dream a reality on move-in day.





Why Pre-Approval Matters

You may have heard it's important to get pre-approved for a mortgage at the beginning of the homebuying process, but what does that really mean, and why is it so important?

Why Pre-Approval Is Key

When looking for a home, the temptation to fall in love with a house that's outside your budget is very real. So, before you start shopping around, it's helpful to know your price range and how much money you can borrow for your loan. Pre-approval from a lender is the best way to do this.

Here's how it works. According to *NerdWallet*, pre-approval is a letter that:

“. . . states the amount and type of mortgage the lender is willing to offer, along with the terms.”

To get this written confirmation, you'll need to provide information about your financials, including your income, employment information, your credit history, and more.

NerdWallet explains:

“Preapproval requires you to provide proof of your financial history and stability. The lender will verify your income, employment, assets and debts, and will check your credit report.

You'll provide information in the form of W-2s, a current pay stub, a summary of your assets and your total monthly expenses. . . .”

While it may sound like a lot of documentation, the right professionals will make the process easy for you. Your pre-approval will help you know not just what you can borrow, but it's also a great tool to help you set a budget and really understand your financial options. This way, you can begin your home search with a clear picture of what you want to look for.



Today's Market Is Competitive, So Being Ready as a Buyer Is Key

The pre-approval process is more important than ever in today's competitive market. With limited inventory, there are many more buyers than sellers right now, and that's fueling competition for homes.

According to the *National Association of Realtors* (NAR), **the average home is receiving multiple offers**, so bidding wars are the norm as buyers compete with each other for their dream home. Pre-approval can help you stand out from the crowd.

It shows a seller that you're a serious buyer. When a seller knows you're qualified to purchase the home, you're in a better position to be the winning offer. That's because the seller will know you're ready to move quickly.

Freddie Mac explains:

*“By having a pre-approval letter from your lender, you're telling the seller that you're a serious buyer, and you've been pre-approved for a mortgage by your lender for a specific dollar amount. **In a true bidding war, your offer will likely get dropped if you don't already have one.**”*

Today's housing market is changing day to day. So, you're going to need guidance to navigate these waters. It's important to have a team of professionals (a loan officer and a real estate agent) to help make your dreams a reality.

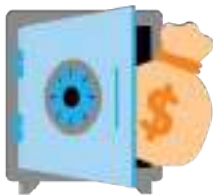
Bottom Line

A pre-approval letter is an essential part of the homebuying process. Not only does being pre-approved bring clarity to your homebuying budget, it also shows sellers how serious you are about purchasing a home. Let's connect so you have the expertise you need to tackle this step.



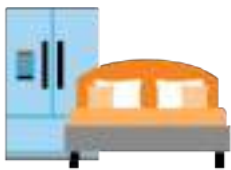
Things To Avoid After Applying for a Mortgage

Once you've applied for a mortgage, there are some key things to keep in mind. While it's exciting to start thinking about moving in and decorating, be careful when it comes to making any big purchases. Here's a list of things you may not realize you need to avoid after applying for your home loan.



1. Don't Deposit Large Sums of Cash

Lenders need to source your money, and cash isn't easily traceable. Before you deposit any amount of cash into your accounts, discuss the proper way to document your transactions with your loan officer.



2. Don't Make Any Large Purchases

It's not just home-related purchases that could disqualify you from your loan. Any large purchases can be red flags for lenders. People with new debt have higher debt-to-income ratios (how much debt you have compared to your monthly income). Since higher ratios make for riskier loans, borrowers may end up no longer qualifying for their mortgage. Resist the temptation to make any large purchases, even for furniture or appliances.



3. Don't Co-Sign Loans for Anyone

When you co-sign for a loan, you're making yourself accountable for that loan's success and repayment. With that obligation comes higher debt-to-income ratios as well. Even if you promise you won't be the one making the payments, your lender will have to count the payments against you.



4. Don't Change Bank Accounts

Remember, lenders need to source and track your assets. That task is much easier when there's consistency among your accounts. Before you transfer any money, speak with your loan officer.



5. Don't Apply for New Credit

It doesn't matter whether it's a new credit card or a new car. When you have your credit report run by organizations in multiple financial channels (mortgage, credit card, auto, etc.), your FICO® score will be impacted. Lower credit scores can determine your interest rate and possibly even your eligibility for approval.



6. Don't Close Any Accounts

Many buyers believe having less available credit makes them less risky and more likely to be approved. This isn't true. A major component of your score is your length and depth of credit history (as opposed to just your payment history) and your total usage of credit as a percentage of available credit. Closing accounts has a negative impact on both of those aspects of your score.

Any blip in income, assets, or credit should be reviewed and executed in a way that ensures your home loan can still be approved. If your job or employment status has changed recently, share that with your lender as well. The best plan is to fully disclose and discuss your intentions with your loan officer before you do anything financial in nature.

Bottom Line

You want your purchase to go as smoothly as possible. Remember, before you make any large purchases, move your money around, or make any major life changes, be sure to consult your lender – someone who's qualified to explain how your financial decisions may impact your home loan.



Be Realistic About Your Desired Features

It's important to go into your home search with clear priorities. This includes knowing which features and amenities you need your home to have versus the ones that are nice perks.

Bucketing features into different categories and priority levels can help you as you review available listings and decide which homes to tour and in what order. Here's a great way to help you think about it:

- **Must-Haves** – If a house doesn't have these features, it won't work for you and your lifestyle.
- **Nice-To-Haves** – These are features you'd love to have but can live without. Nice-to-haves aren't dealbreakers, but if the home hits all the must-haves and some of these items too, it's a contender.
- **Dream State** – This is where you can dream bigger. Again, these aren't features you'll need, but if you find a home in your budget that has all the must-haves, most of the nice-to-haves, and any of these, it's a clear winner.

As you kick off your homebuying process, share these things with your real estate professional so you're aligned from the start and know how to focus your home search.

Danielle Hale, Chief Economist for *realtor.com*, explains it like this:

*“Focus on the goal you set out for yourself, like your list of **must-haves and nice-to-haves and your budget**, . . . Stick to that. Be persistent.”*

Bottom Line

As a first-time buyer, it's especially important to carefully consider what's truly essential to your lifestyle. Your first home doesn't have to be your forever home. The most important thing is taking the first step toward building a brighter, more stable financial future. Let's connect so you can achieve that dream.

Checklist To Determine Your Must-Haves

Feeling motivated to make your big move? Let's start simple. Use this checklist to determine which features are most important to you in your first home.

		 Indoor			 Outdoor
Must-Have	Nice-To-Have		Must-Have	Nice-To-Have	
<input type="checkbox"/>	<input type="checkbox"/>	Open Floor Plan	<input type="checkbox"/>	<input type="checkbox"/>	Large Backyard
<input type="checkbox"/>	<input type="checkbox"/>	Ample Storage Space	<input type="checkbox"/>	<input type="checkbox"/>	Fenced-in Yard
<input type="checkbox"/>	<input type="checkbox"/>	Updated Kitchen	<input type="checkbox"/>	<input type="checkbox"/>	Outdoor Living Area
<input type="checkbox"/>	<input type="checkbox"/>	Designated Home Office	<input type="checkbox"/>	<input type="checkbox"/>	Garden Space
<input type="checkbox"/>	<input type="checkbox"/>	Walk-In Attic and/or Finished Basement	<input type="checkbox"/>	<input type="checkbox"/>	Pool/Spa
<input type="checkbox"/>	<input type="checkbox"/>	Guest Room	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	Laundry Room			 Other
<input type="checkbox"/>	<input type="checkbox"/>	Room for a Home Gym	Must-Have	Nice-To-Have	Short Commute Time
<input type="checkbox"/>	<input type="checkbox"/>	Walk-In Pantry	<input type="checkbox"/>	<input type="checkbox"/>	Access to Bike Paths or Parks
<input type="checkbox"/>	<input type="checkbox"/>	Updated Bathrooms	<input type="checkbox"/>	<input type="checkbox"/>	Near Shopping and Leisure Facilities
<input type="checkbox"/>	<input type="checkbox"/>	Garage	<input type="checkbox"/>	<input type="checkbox"/>	Near Public Transit
<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	

Three Things To Know About Today's Housing Market



Based on what we've seen over the past two years, one thing is clear: the current housing market is one for the record books. As a first-time buyer, here are three key components that are shaping this unprecedented market.

The Shortage of Homes for Sale

The number of homes available for sale hit an all-time low in January 2022. As Danielle Hale, Chief Economist for *realtor.com*, says:

"We expect that we'll start to see a turnaround and inventory will stabilize and start to go up a little bit in 2022. . . . But that means we're looking at inventory levels of roughly half of what we saw before the pandemic. For buyers, the market is likely to continue to move fast. If you see a home you like, you want to jump on it right away."

Buyer Competition and Bidding Wars

The ongoing low supply, coupled with high demand, creates significant buyer competition and bidding wars. Some buyers are offering over the asking price, all cash, or waiving some contingencies. Just remember, you don't want to waive the inspection, as it's necessary to determine the condition of the home you're buying.

Home Price Appreciation

That competition among buyers is driving prices up. Over the past year, home price appreciation has reached record levels throughout the country. According to *CoreLogic*:

"Home prices rose 18% during 2021 in the CoreLogic Home Price Index, the largest annual gain recorded in its 45-year history..."

The good news is, rising prices helps you know you're making a good long-term investment. That's because once you move in, that ongoing price appreciation will help grow your home's value with time.

Bottom Line

To help you find and buy your first home, you need the support of a real estate professional that you can lean on for insights on today's housing market, what's happening in your area, and expert advice for how to submit a strong offer at a fair price.



How a Professional Supports Your Homeownership Goals

While it may be tempting to turn to the internet for advice, nothing can replace the expertise of a true professional. Buying a home is likely one of the biggest financial decisions of your life, so it's crucial to have the right team in place.

A good agent will:



Explain the ins and outs of contracts. When it comes to buying a home, you'll sign various disclosures and contracts as part of the process. Before you give any of these legally binding documents your autograph, your agent will help explain the terms and conditions.



Keep you up-to-date on today's market conditions. The real estate industry is complex and dynamic. Pricing, mortgage interest rates, and demand can change often. You need someone by your side who will keep you informed on the latest trends and what they mean for you.



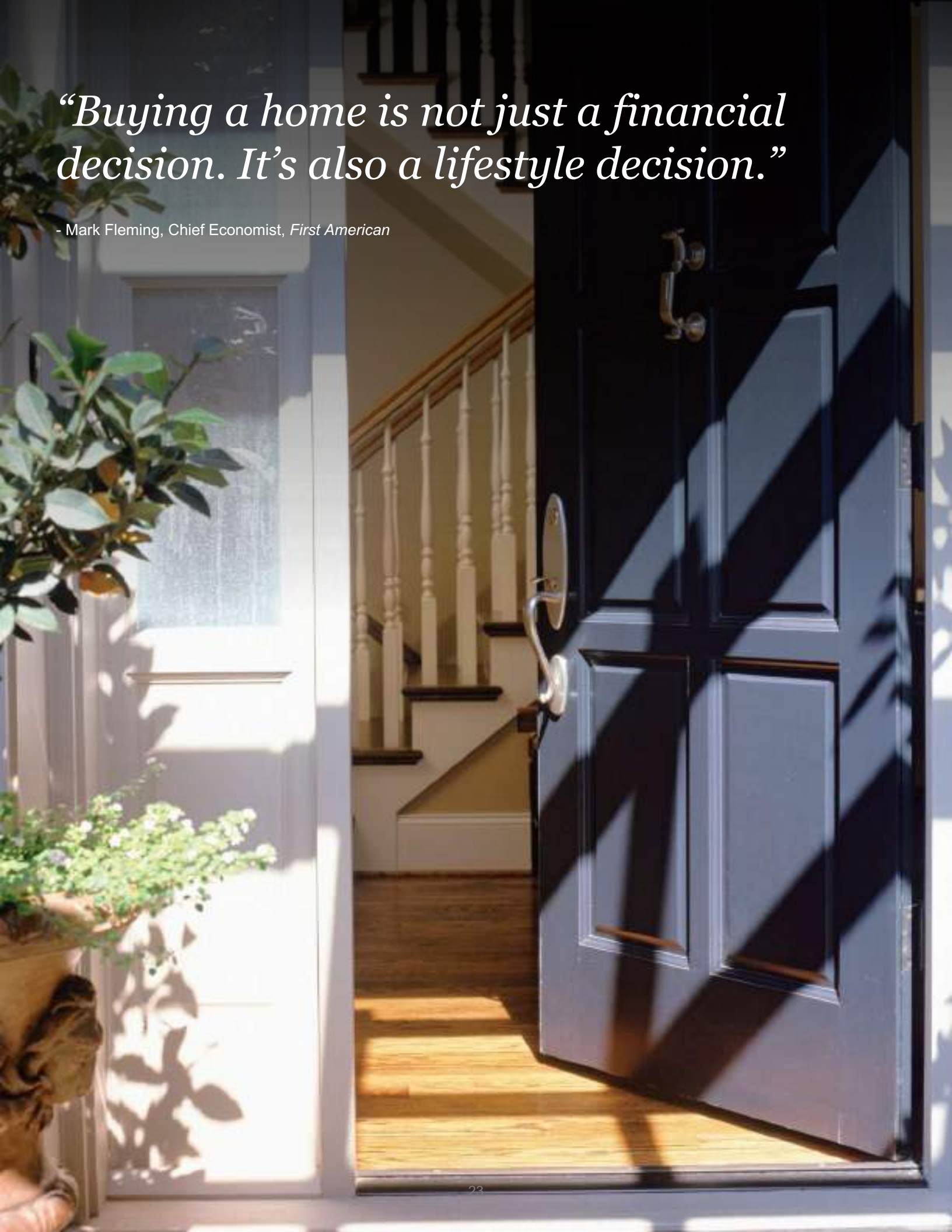
Serve as your advisor in the negotiation process. Even after the contract is signed by the seller, there's a lot of room left for negotiating terms after the home inspection and the appraisal. Your agent will handle all the back-and-forth communication that comes with it.



Give advice and share their experience. Let's be honest, buying a home is emotional. When your offer isn't accepted, your must-haves aren't realistic, or they suspect something is wrong, you want someone who will be honest with you. Your agent's expert advice and know-how will bring you peace of mind.

“Buying a home is not just a financial decision. It’s also a lifestyle decision.”

- Mark Fleming, Chief Economist, *First American*





Let's Chat.

I'm sure you have questions about the real estate process, what to expect as a first-time buyer, and what's happening in the market too. I can help with all of those.

I'd love to talk with you about what you've read here and help you . My contact information is below, and I look forward to working with you.

Chance Pircher

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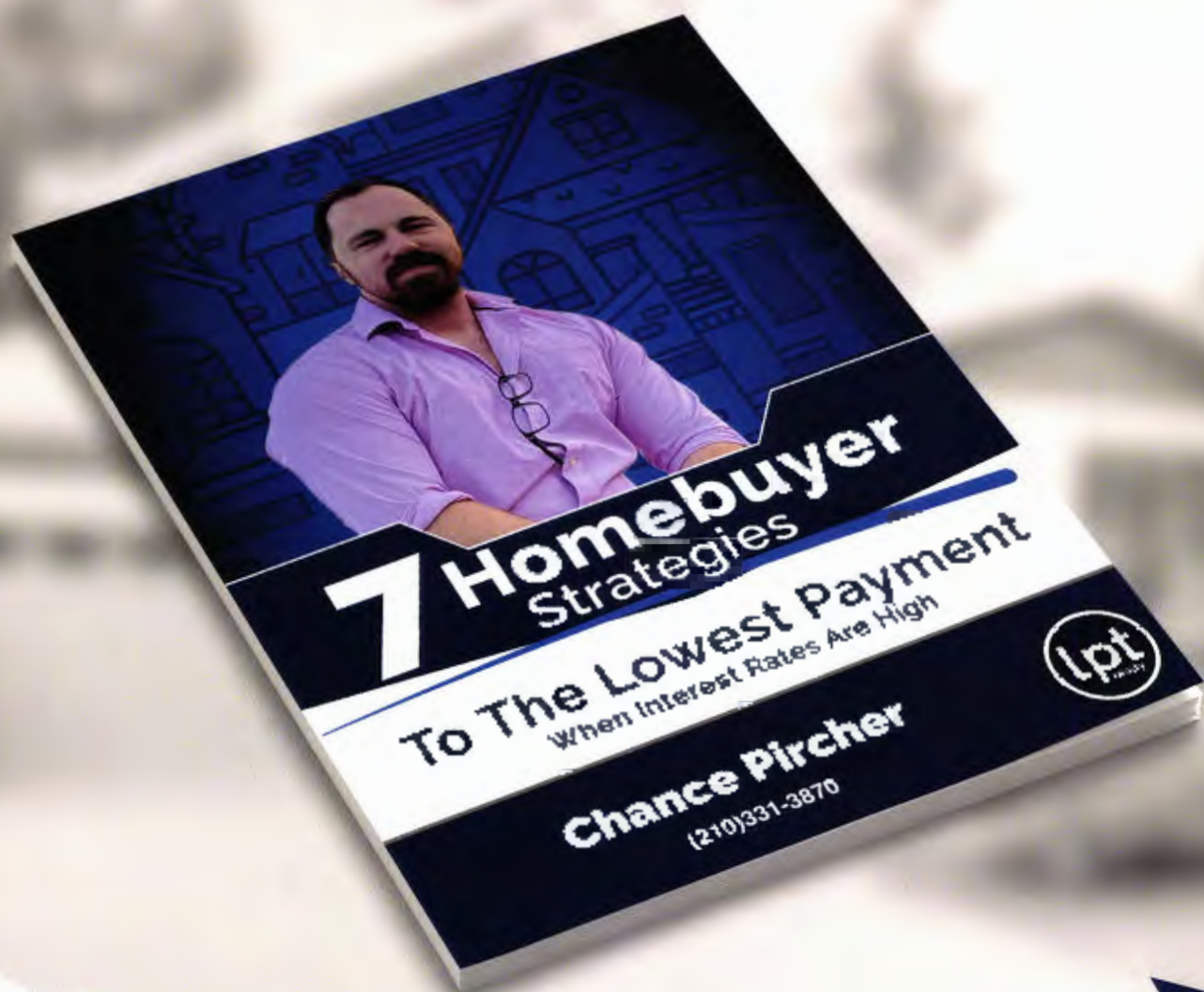


7 Homebuyer Strategies

Preview **Strategy 1 of 7**

TEXT OR CALL ME AT
(210)331-3870

To learn more about my 20-page 7 Homebuyer Strategies request your free, no obligation copy.



Secure the **lowest house payment** even when interest rates are high!

7 Homebuyer Strategies can help you do just that.

Strategy Number 1

Make sure you're putting your best credit foot forward

- Use a reputable program like myFICO to monitor your score.

- By signing up for a credit monitoring program, you'll be alerted of any changes to your credit report right away.

- Use the credit monitoring program to find potential errors in your report and take steps to improve your score.



Strategy 1 Tip 1

Monitor your credit score

A lower credit score can really impact your mortgage rate. To get the best rate, you need the best credit you can get. So, how do you know when your credit rate is at its best? By monitoring your credit score, you can see how it fluctuates and you'll be able to see when you're at your absolute best. And when you hit that point—that's when you want to apply for a mortgage. Waiting until your credit score is at its peak means you can hold it for 4 to 6 months, and then have a better shot at locking in a great mortgage rate.

Strategy 1 Tip 2

Ask for credit limit increase

The percentage of balance to limit is a very important factor in calculating your credit score. You can boost your credit score by raising your credit limit if you continue to make your monthly payments on time.

Remember: if you request a credit limit, you will likely be hit with a credit check, which can lower your score. The impact from a soft inquiry like this is usually minor and temporary.

Strategy 1 **Tip 3** Time your payments

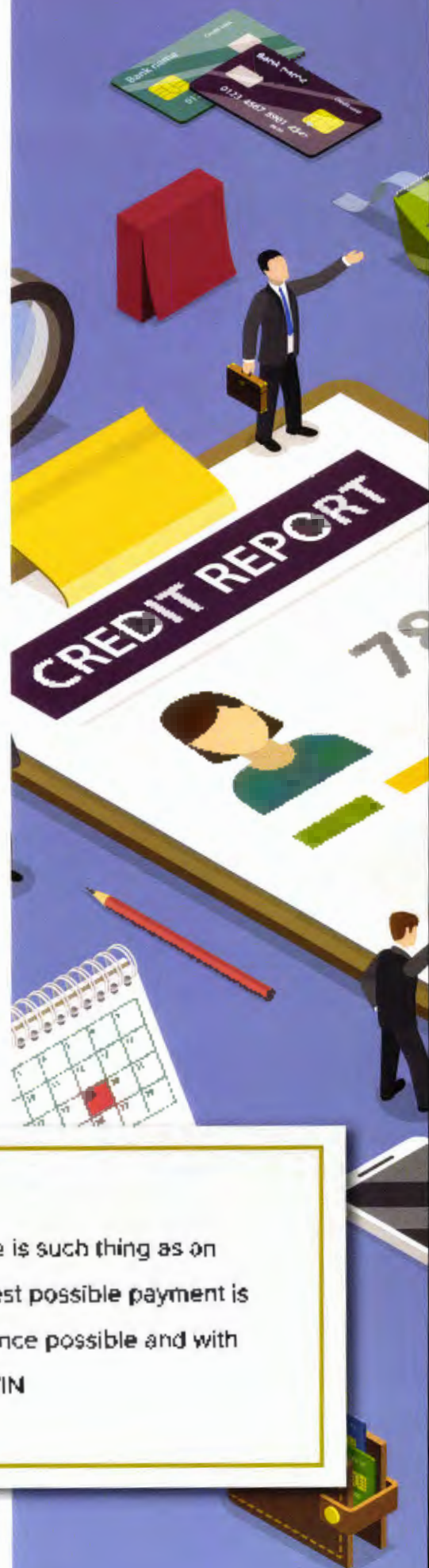
Any large purchases, new debts you want to take out, you need to put those on hold and wait until after you purchase your home because they will impact your credit score.

Credit bureaus report your monthly ending balance on a statement every month. Make this key minor shift in your payment habits right before you're going to apply for a home loan: pay off your credit cards in full right before the statement comes out.

Let's say I know that my statement comes out on the 12th every month. That means, I want to pay it off on January 10th or January 9th. That way, when the bank generates my monthly credit card statement, they'll mail it out with a zero balance. That's important because if they mail that credit card statement out with a zero balance, that's what's reported to the credit bureaus.

Want an extra tip?

There's never a bad time to buy a home—but there is such thing as an unaffordable payment. That's why getting the lowest possible payment is essential to creating the best homebuying experience possible and with the tips inside 7 Homebuyer Strategies, you can WIN in any real estate market!



Things To Consider When **Selling Your House**



SUMMER 2023
EDITION



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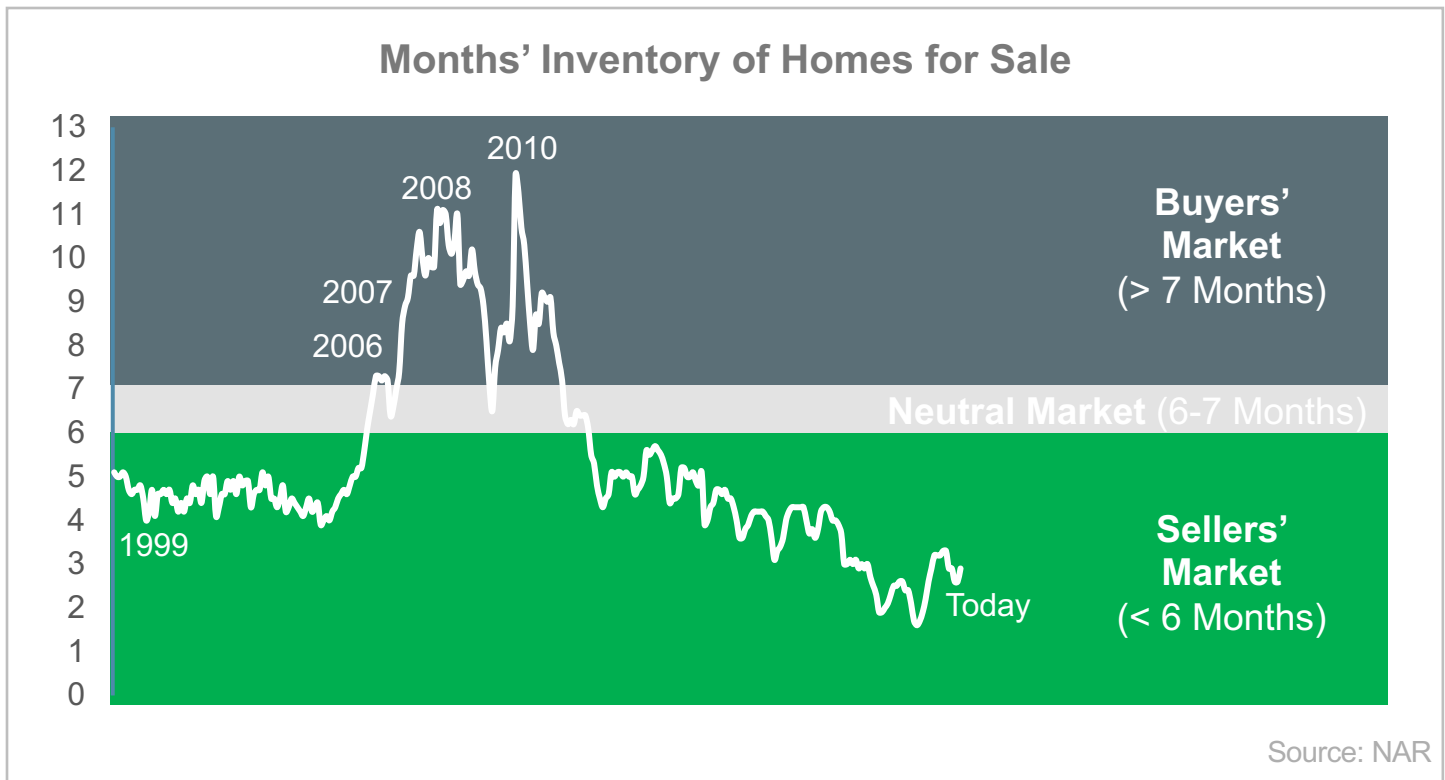


Should I Sell My House This Summer?

With everything going on in the housing market lately, you may have some questions about selling your house. Here are a few things you may be wondering about, and the answers to help you make a confident, informed decision.

1. Should I Wait To Sell?

The supply of homes for sale is still low, so we're still in a sellers' market today (see *graph below*). Selling while inventory is this low means if you price your house right, it is likely to be in high demand. The graph below puts today's inventory into perspective.





2. Are Buyers Still Out There?

If you're thinking of selling your house but worry people aren't buying homes with mortgage rates higher than they were during the pandemic, you should know that isn't the case for everyone. Lawrence Yun, Chief Economist at the *National Association of Realtors* (NAR), explains:

"Inventory levels are still at historic lows. Consequently, multiple offers are returning on a good number of properties."

There are more buyers out there than there are available homes on the market. And your house may be just what they're looking for.

3. Can I Still Get a Good Price for My House?

Nationally, home prices have come down a bit since their peak last summer, but recent data shows that home prices appear to have bottomed out and are now on the rise again in much of the country. And while prices vary by market, experts at the national level project they'll rise and return to more normal, pre-pandemic levels of appreciation – around 4% per year – after 2023.

So, even though the average home isn't growing in value as fast as it did a year ago, **you can still sell with confidence this season.**

Bottom Line

If you're thinking about selling your house this summer, let's connect so you have the expert insights you need to make the best possible move today.



Housing markets have cooled slightly, but demand hasn't disappeared, and in many places remains strong largely due to the shortage of homes on the market.

- U.S. News



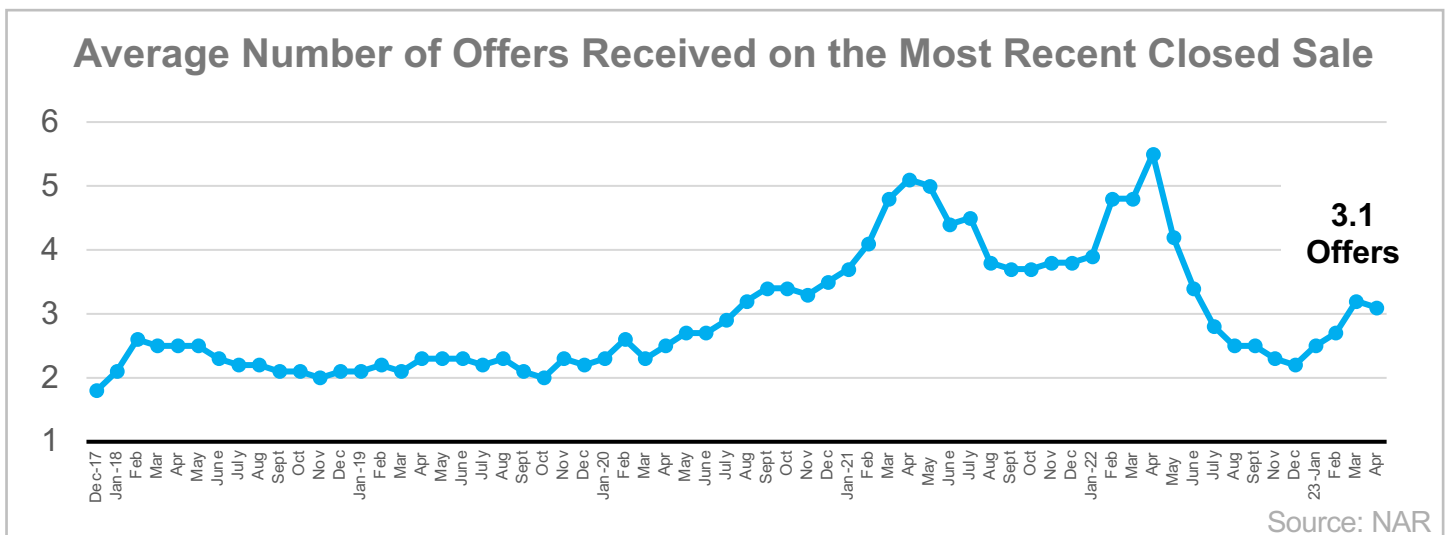
The Big Advantage If You Sell Now

Thinking about selling your house? If you've been waiting for the right time, it could be now while the supply of homes for sale is so low.

The *National Association of Realtors* (NAR) confirms today's housing inventory is low by looking at the months' supply of homes on the market. Months' supply means the number of months it would take the current inventory of homes on the market to sell at the current sales pace. In a balanced market, about a six-month supply is needed. Anything lower is a sellers' market. And today, the number is much lower.

Why Does Low Inventory Make It a Good Time To Sell?

The less inventory there is on the market when you sell, the less competition you're likely to face from other sellers. That means your house will get more attention from the buyers looking for a home this summer. And since there are significantly more buyers in the market than there are homes for sale, you could even receive more than one offer on your house (*see graph below*):



Source: NAR

If you get more than one offer on your house, it becomes a bidding war between buyers – and that means you have greater leverage to sell on your terms. But if you want to maximize the opportunity for a bidding war to spark, be sure to lean on your expert real estate advisor. While we're still in a strong sellers' market, it isn't the frenzy we saw a couple of years ago, and today's buyers are focused on the houses with the greatest appeal. Clare Trapasso, Executive News Editor at *Realtor.com*, explains:

“Well-priced, move-in ready homes with curb appeal in desirable areas are still receiving multiple offers and selling for over the asking price in many parts of the country. So . . . it's especially important for sellers to make their homes as attractive as possible to appeal to as many buyers as possible.”

Bottom Line

If you've been waiting for the right time to sell your house, low inventory this summer sets you up with a big advantage. Let's connect to make sure your house is ready to sell.



The Worst Home Price Declines Are Behind Us



If you're following the news today, you may feel a bit unsure about what's happening with home prices and fear whether or not the worst is yet to come. Local home price trends still vary by market, but here's what the national data tells us.

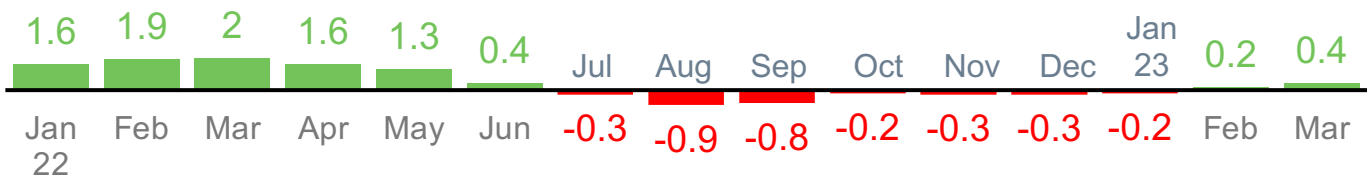
Today's headlines are painting an unnecessarily negative picture of home prices. Contrary to those headlines, home prices aren't in a freefall. The latest data tells a very different and much more positive story.

The monthly graphs below use recent reports from three sources to show the worst home price declines are already behind us, and prices are on their way back up nationally.

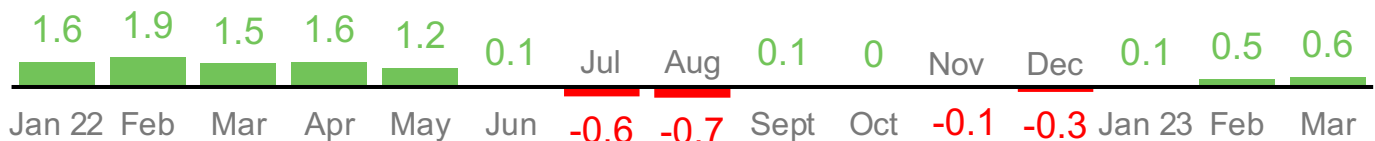
Home Prices Are Stabilizing

Month-Over-Month Percent Change in Home Values (Seasonally Adjusted)

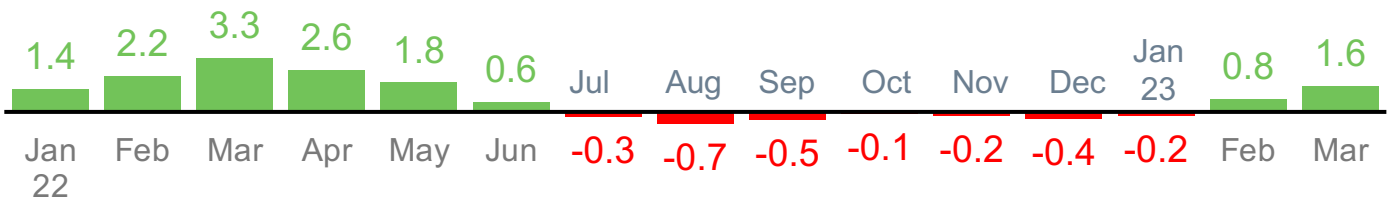
Case-Shiller



FHFA



CoreLogic



The story this detailed monthly view tells us is that the last year has been a tale of two halves. In the first half of 2022, home prices were climbing, and they peaked in June. Then, in July, home prices started to decline (*shown in red in the graphs on the previous page*). And by roughly August or September, the trend began to stabilize. As we look at the most recent data for the early part of 2023, these graphs also show a recent rebound in momentum with prices ticking back up. Monthly changes in home prices are gaining steam.

While one to two months doesn't make a trend, the fact that all three reports show prices have stabilized is an encouraging sign for the housing market. The month-over-month data conveys a clear, but early, consensus that a national shift is taking place today.

In essence, home prices are starting to tick back up.

Andy Walden, Vice President of Enterprise Research at *Black Knight*, says this about home price trends:

*“Just five months ago, prices were declining on a seasonally adjusted month-over-month basis in 92% of all major U.S. markets. **Fast forward to March, and the situation has done a literal 180, with prices now rising in 92% of markets from February.**”*

Selma Hepp, Chief Economist at *CoreLogic*, explains the limited supply of homes available for sale is contributing to this positive turn:

*“. . . prices in many large metros appeared to have turned the corner, with the U.S. recording a second month of consecutive monthly gains. . . . **The monthly rebound in home prices underscores the lack of inventory in this housing cycle.**”*

Here's What This Means for You

If you've been holding off on selling because you're worried about what was happening with home prices and how it would impact the value of your home, it may be time to jump back in and reprioritize getting your house on the market. You don't have to put your needs on hold any longer because the latest data shows a turn in your favor.

Bottom Line

If you put off your plans to move because you were worried about home prices falling, data shows the worst is already behind us and prices are actually rising nationally. Let's connect so you have an expert to explain what's happening with home prices in our area.



Two Reasons You Should Sell Your House

Wondering if you should sell your house this year? As you make your decision, think about what's motivating you to consider moving.

A recent survey from *Realtor.com* asked why homeowners are thinking about selling their houses this year. Here are the top two reasons (see graphic below):



33%

I want to take advantage of the current market; I think I can make a profit



32%

My home no longer meets the needs of my family (space, features, location)

Let's break those reasons down and explore how they might resonate with you.



1. I Want To Take Advantage of the Current Market and Make a Profit

When you decide to sell your house, how much you'll make from the sale will likely be top of mind. So, here's some good news: according to the latest data, the average seller can expect a strong return on their investment when they make a move. *ATTOM* explains:

“The \$112,000 profit on median-priced home sales in 2022 represented a 51.4% return on investment compared to the original purchase price, up from 44.6% last year and from 32.8% in 2020.”

Even though home prices have declined slightly in some markets, they're still much higher overall than they were just a few years ago.

2. My Home No Longer Meets My Needs

The average person has been in their house for ten years. That's a long time when you think about how much may have changed in your life since you moved in. And typically, those changes have a direct impact on what you need in a home. Whether it's more (or less) space, different features, or a location closer to your work or loved ones, your current house may no longer check all the boxes of what feels like home to you. If that's the case, it could be time to work with a real estate agent to find a better fit.

Bottom Line

If you're thinking about selling your house, there's probably a good reason for it. Let's connect so you can make a move that'll help you accomplish your goals this year.

A Checklist for Selling Your House

As you get ready to sell your house, add these items to your to-do list. A real estate professional will also provide other helpful tips based on your specific situation.

MAKE IT INVITING



- Open blinds or curtains to let the light in



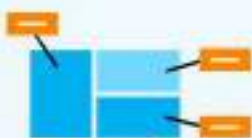
- Check lightbulbs and replace as needed



- Take down personal photos or items



- Fix anything that's broken



- Give every room a clear purpose

SHOW IT'S CARED FOR



- Clean your vents and baseboards



- Vacuum, mop, or sweep floors



- Declutter throughout



- Organize countertops, cabinets, and closets



- Touch up any scuffs on the walls

BOOST CURB APPEAL



- Power wash outdoor surfaces



- Wash the windows (inside and out)



- Tidy up the landscaping



- Freshen up your entry



- Sweep patios, decks, and walkways



Curb-appeal projects make the property look good as soon as prospective buyers arrive. While these projects may not add a considerable amount of monetary value, they will help your home sell faster—and you can do a lot of the work yourself to save money and time.

- Investopedia



Want To Sell Your House This Summer? Price It Right.

Pricing your house right is especially important right now. If you're thinking of selling your house this summer, you need to have an accurate understanding of how much you should expect to sell for.

Over the last year, the housing market's gone through significant change. While it's still a sellers' market, **homes that are priced right are selling, and they get the most attention from buyers right now.** If you're thinking of selling soon, it's important to lean on your expert real estate advisor when it comes to setting a list price.

In today's market, how you price your house will not only make a big difference to your bottom line, but to how quickly your house will sell.

Why Pricing Your House Right Matters

Your asking price sends a message to potential buyers, especially today.

If your house is priced too low, you may leave money on the table or discourage buyers who may see a lower-than-expected price tag and wonder if that means something is wrong with the home.

If it's priced too high, you run the risk of deterring buyers. When that happens, you may have to lower the price to drive interest when your house sits on the market for a while. But be aware that a price drop can be seen as a red flag by some buyers who will wonder what it means about the home.

To avoid either headache, **price it right from the start**. A real estate professional knows how to determine the ideal asking price. They balance the value of homes in your neighborhood, current market trends, buyer demand, the condition of your house, and more to find the right price. This helps lead to stronger offers and a greater likelihood your house will sell quickly.

The visual below helps summarize the impact your asking price can have:



Bottom Line

Homes priced at the current market value are selling faster, at a better price, and with less hassle right now. To make sure you price your house appropriately, maximize your sales potential, and minimize your hassle, let's connect.

“

... sellers who price and market their home competitively shouldn't have a problem finding a buyer.

- Jeff Tucker, Senior Economist, *Zillow*



Leverage Your Equity When You Sell



One of the benefits of selling your house is that you can use the equity you've built to power your move. Here's how it works.

By selling your house, your equity can be used toward purchasing your next home. But before you can put it to use, you should understand exactly what equity is and how it grows.



What Is Home Equity?

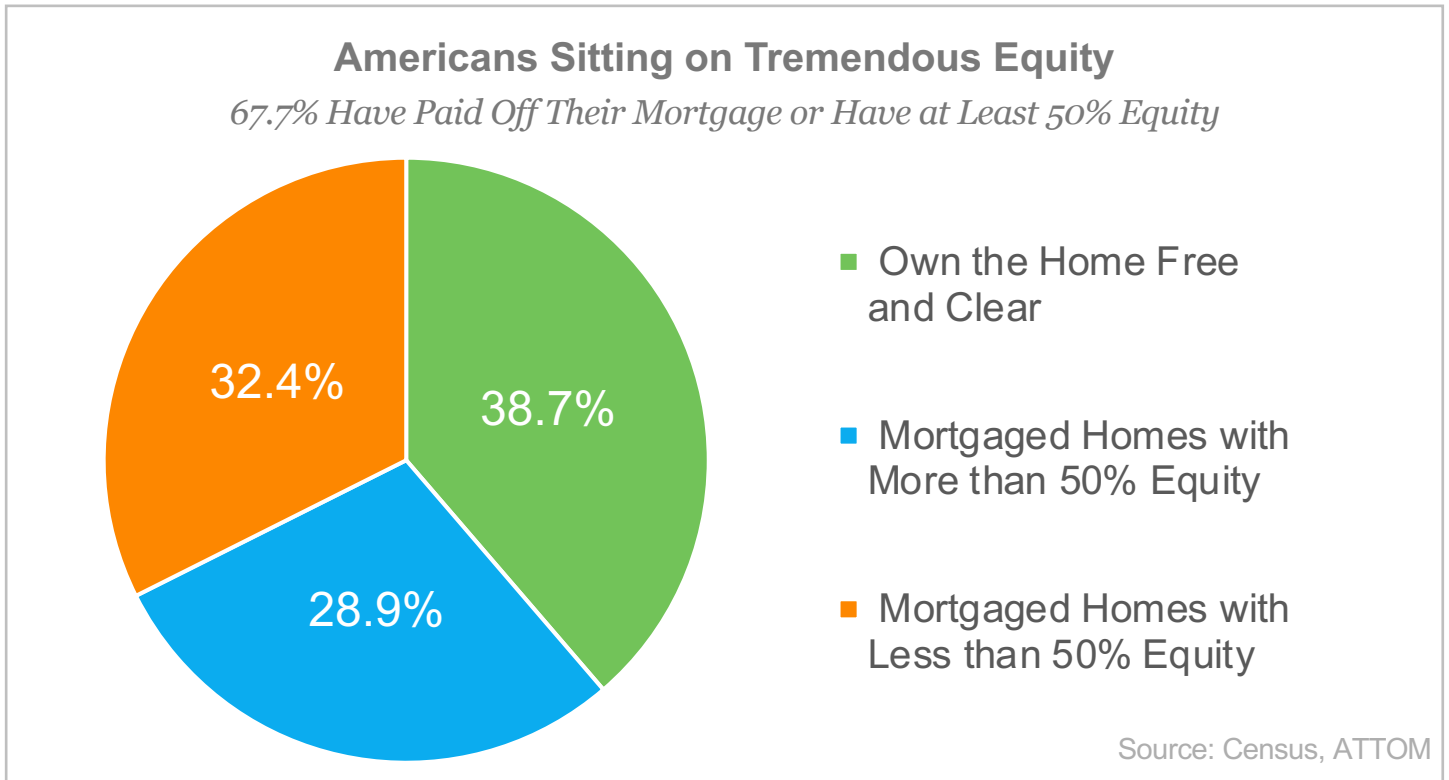
Equity is the current value of your home minus what you owe on the loan.

Over time, you build equity as you make your monthly mortgage payments and as home prices appreciate. It works like this:



Majority of Americans Have a Large Amount of Equity

If you've owned your home for a while, you've likely built up some equity – and you may not even realize how much. Based on data from the *U.S. Census Bureau* and *ATTOM*, the majority of Americans have a substantial amount of equity right now (see graph below):



And having such large amounts of equity is a benefit to homeowners in more ways than one. Rick Sharga, Founder and CEO at *CJ Patrick Company*, explains:

“Record levels of home equity provide security for millions of families, and minimize the chance of another housing market crash like the one we saw in 2008.”

Over time, your home equity grows. In addition to providing financial stability while you own your house, when you're ready to sell it, that money could go a long way toward paying for your next home.

Bottom Line

By selling your house and leveraging your equity, it can be easier to pay for your next home. Let's connect so you can find out how much home equity you have and start planning your next move.

“

While equity gains contracted in late 2022 . . . U.S. homeowners on average still have about \$270,000 in equity, nearly \$90,000 more than they had at the onset of the pandemic.

- Selma Hepp, Chief Economist, CoreLogic



Reasons To Hire a Real Estate Professional

Thinking of buying or selling a home? Here are just a few reasons why you'll want a trusted real estate professional on your side.



Industry Experience

We're well versed in the housing market and know the ins and outs of the entire process for both buyers and sellers.



Expert Insights

We simply and effectively explain today's market conditions and what they mean for you.



Pricing and Market Value

We help you understand today's real estate values when setting the price of a listing or making an offer to purchase a home.



Contracts and Fine Print

We help with all disclosures and documents necessary in today's heavily regulated environment.



Negotiation Experience

We act as a buffer in negotiations with all parties throughout the entire transaction.



Latest Technology

We know how to use the latest tools to make the process (and your life) easier.



An Expert Makes All the Difference When You Sell

If you're thinking of selling your house, it's important to work with someone who understands how the market is changing and what it means for you. Here are five reasons working with a professional can ensure you'll get the most out of your sale.

1. Local Agents Are Experts on Market Trends

Leslie Rouda Smith, 2022 President of the *National Association of Realtors* (NAR), explains:

*“During challenging and changing market conditions, one thing that's calming and constant is the assurance that comes from a Realtor® being in your corner through every step of the home transaction. **Consumers can rely on Realtors®' unmatched work ethic, trusted guidance and objectivity to help manage the complexities associated with the home buying and selling process.**”*

An expert real estate advisor has the latest information about national trends and your local area too. More importantly, they'll know what all of this means for you, so they'll be able to help you make a decision based on trustworthy, data-bound information.

2. A Local Professional Knows How To Set the Right Price for Your Home

If you sell your house on your own, you may be more likely to overshoot your asking price because you're not as aware of where home prices are today. Pricing your house too high can deter buyers or cause your house to sit on the market for longer.

Real estate professionals look at a variety of factors, like the condition of your home and any upgrades you've made, with an unbiased eye. They compare your house to recently sold homes in your area to find the best price for today's market, so your house sells quickly.

3. A Real Estate Advisor Helps Maximize Your Pool of Buyers

Real estate professionals have a wide range of tools at their disposal, such as social media followers, agency resources, and the *Multiple Listing Service* (MLS) to ensure your house gets in front of people looking to make a purchase. *Investopedia* explains why it's risky to sell on your own without the network an agent provides:

"You don't have relationships with clients, other agents, or a real estate agency to bring the largest pool of potential buyers to your home."

Without access to your agent's tools and marketing expertise, your buyer pool – and your home's selling potential – is limited.

4. A Real Estate Expert Will Read – and Understand – the Fine Print

Today, more disclosures and regulations are mandatory when selling a house. That means the number of legal documents you'll need to juggle is growing. NAR explains it like this:

"There's a lot of jargon involved in a real estate transaction; you want to work with a professional who can speak the language."

5. A Local Professional Is a Skilled Negotiator

If you sell without an expert, you'll be responsible for any back-and-forth during the homebuying process. That means you'll have to coordinate with:



The buyer, who wants the best deal possible

The buyer's agent, who will use their expertise to advocate for the buyer

The inspection company, which works for the buyer and will almost always find concerns with the house

The appraiser, who assesses the property's value to protect the lender

Instead of going toe-to-toe with these parties alone, lean on an expert. They'll know what levers to pull, how to address everyone's concerns, and when you may want to get a second opinion.

Bottom Line

Don't go at it alone. If you're planning to sell your house this summer, let's connect so you have an expert by your side to guide you in today's market.



“... working with an agent when selling your home is likely to land you a higher selling price, and a more favorable deal.”

- Bankrate



Let's Chat.

I'm sure you have questions and thoughts about the real estate process.

I'd love to talk with you about what you've read here and help you on the path to selling your house. My contact information is below, and I look forward to working with you.

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ACTIVE MARKETING PLAN

Get More Offers on Your Home!



**TEXT OR CALL ME AT
(210)331-3870**

To learn more about my 36-page
Active Marketing Plan request your
free, no obligation copy.



How Buyers Find Their Homes

Most agents use three main strategies to promote your property — a yard sign, the MLS system, and real estate websites. But those are not the only channels buyers use to find the homes they ultimately purchased. In fact, the best buyer leads are not always the ones actively looking to buy a house. Today, I'm going to show you how I take traditional strategies to the next level, as well as use my own proven marketing methods to reach potential buyers beyond the standard channels.



A Matter of Supply and Demand

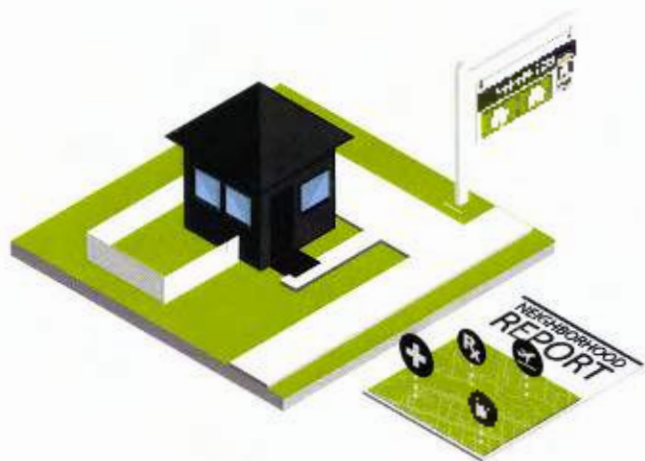
My goal as your agent is to get bigger and better offers on your home. To do that, I work to increase demand for your property through a combination of exposure, repetition, and building emotional connections. As that demand increases, and supply (the number of homes for sale in your area) stays the same, your home's final selling price is going to go up as well.



How I Drive Demand to Sell for More

This LPT Realty Active Marketing Plan was designed to show you how my methods can do what my competitors cannot — reach an untapped share of the market through targeted marketing, expanding your home's reach, to drive multiple offers for your home





In-Home Activation

When it comes to marketing your property, your home is the epicenter around which all other efforts revolve — the core of the campaign.

- 1 Full-Color Sign Rider with Photos
- Neighborhood Reports with Community Information



Canvass

Top individuals looking to stay in the area but searching for a new home, as well as those whose friends or family want to move to your neighborhood.

- Jumbo Door Hangers
- Thank You Cards
- Expo Information
- Postcards
- Large Flyers
- Folding Business Cards
- Small Flyers
- Double-Sided Business Cards



Direct Mail

Build recognition through repetition by targeting people in strategic areas around your property using full-color mailers featuring interior and exterior photos of your house.

- Replainered 'Just Listed' Postcards



Digital Marketing

Reach buyers online by displaying ads for your home on popular social media sites, not just real estate websites.



IN-HOME ACTIVATION



NEIGHBORHOOD CANVASS



DIRECT MAIL



DIGITAL MARKETING



Text-Enabled Phone Line

Each piece in my marketing campaign features my local phone number. This is not a shared line ringing at a call center — it is my direct point of contact with built-in lead capture capabilities. Potential buyers can call or text this number to get a link to your property's website.

Unique Text Codes

Buyers can use your home's four-digit code to access more information in minutes or less. Not only does this make it fast and easy to get property details, but it means you can also easily keep track of who is interested in your house so you can follow up with prospects over the phone or in person.

Dedicated Website

Your home's website exclusively features your property, so your house won't be competing with other homes for sale in the area or third-party advertising. Buyers can access additional photos, details on your home, and, most importantly, see an accurate and up-to-date price, not just an estimate.

Selling Your Home Quickly and for the Most Money

Buying your home is likely one of the biggest decisions you ever had to make. Now, deciding if selling is the right move may seem like an even harder choice to make. But, if you do decide to see, I'll do everything in my power to get you the offers your home deserves

With a single offer on the table, that buyer will try to negotiate your home's price down. However, with multiple buyers lined up to buy your home, each incoming offer will drive the next one higher and so on. This is my number one goal as your agent and the driving force behind every single one of my marketing efforts.

Request your free, no obligation copy of 9 Critical Questions to Ask Before Hiring a Real Estate Agent to Sell Your Home!

There are over 3 million active real estate agents across the country. With that many agents, it becomes difficult to find one who is going to sell your home for what it is really worth. To sell your home fast and get the best offers, you need to find the right agent — a local expert who understands the role marketing plays in the home-selling process, and can reach an untapped share of the market to drive multiple offers to your home. To find the right agent, you have to ask the right questions. Here are some critical questions that will help you make the best choice when hiring a real estate agent to sell your home.



Chance Pircher
Realtor®

TEXT OR CALL ME AT
(210)331-3870

To receive my 9 Critical Questions to Ask Before Hiring a Real Estate Agent to Sell Your Home, free of charge!