

## **This MONTH's Question:**

**Today's real estate consumers can benefit from record housing affordability, historically low interest rates, and from government incentives for homeownership. For qualified clients, how are you communicating this information to encourage them to take advantage of the opportunity?**

The response has been clearly that we need to “Make it Loud and Clear” using every media possible. Communicating the information by phone, cards, e-mail, websites, blogs, etc. Let’s face it, when was the last time the government gave a first time home buyer \$8,000.00??

*I believe the question is asking me how do I get my clients to buy now to take advantage of credit from the gov, is "let's get out there and go shopping" before November to take advantage of the tax break.*

In answer to the question below, I have been communicating via phone, e-mail and in person with clients who previously said they wanted to wait until the market bottoms out. I’m telling them that NOW is the time to buy. One client I have was aware of the tax incentive but not aware that currently it expires on Dec. 1<sup>st</sup>. That knowledge has gotten him off of the couch and into my car to look at homes!

As far as the government tax incentive, I keep some of the fact sheets on hand to give to a first time homebuyer at our initial meeting. Along with that, I give them the home buying guide published by C-21. Also, I have a pile of the fact sheets available at the open houses I host.

Regarding the low interest rates, I usually bring this up sometime in conversation when we are out looking at houses. Also, I try to have the sheet that Jerry Barr sends us or something else showing current interest rates with me to show to the buyers. I recently found out through a transaction that The Beneficial Bank is offering a first time homebuyer mortgage (30 yr conv, fixed 5.125, 0 pts, 5% down). This is probably a normal, regular old loan, but they are marketing it as a first time homebuyer loan.

For low housing prices, again I try to mention this through conversation when looking at houses or when discussing making offers. I guess you could say I use all three of these points when having sales conversations with potential and current buyers.

I know this is not earth shattering stuff, but it is what I am doing right now. Any and all recommendations are welcomed!

