

You may have seen the little buttons REALTORS® are wearing these days. When you see one, ask the question: “Why should I buy real estate today?” And listen to all the reasons you will be given. Here are just a few:

All Real Estate is Local. Local market conditions are oftentimes different from what’s happening nationally. Although the Capital Area housing market was a bit soft in 2008 it compared very favorably to the national housing market. While unit sales were down nearly fourteen percent the median home sale price remained nearly even with 2007. Prior to 2007 the median home sale price has demonstrated consistent but modest year-over-year gains for the past ten years.



Great Selection. Current market conditions offer a great supply of homes to choose from. This may not be the case if inventories of existing homes, which are at near historical highs, decrease and sales pick up. Now you can have just exactly what you want. You don’t have to settle for less than your dream home. Buy now!

\$8,000 First-Time Home Buyer Tax Credit. Qualified first-time home buyers who purchase a home between January 1, 2009 and December 1, 2009 will receive up to a \$8,000 tax credit. That’s a tax credit, meaning those who qualify will receive a dollar-for-dollar reduction in what they owe the year the credit is taken against their income taxes. This tax credit does NOT have to be repaid.

Low Mortgage Rates. There are a variety of safe mortgage products at near historically low rates. A variety of mortgage loans exist for those credit-worthy borrowers. With very favorable mortgage rates and a wide range of available inventory this is without question an excellent time to buy. Buy now!

Very Affordable. Homes in the Capital Area provide an outstanding value and our community is regularly cited in national affordability studies. The Capital Area’s median sale price is half that of the state of Illinois median price. Modest prices coupled with modestly increasing income levels make for an affordable market. Because our market hasn’t experienced the huge swings that areas of the East and West coast have, we expect prices to remain relatively stable which is why the time to act is now. Buy now!

For consumers considering buying or selling a home, there is no one better informed than a local neighborhood REALTOR®. So when you see the REALTOR® button, get all the rest of the answers on why you should BUY NOW! And be sure you are working with a real estate professional who is a member of the Capital Area Association of REALTORS®.

Always consult a professional