

Trends Occurring in Today's Market

1. Buyers market
2. Lots available / inventory (lots to choose from)
3. Poor time to be FSBO... people need professionals
4. There is so much information that clients need a real estate professional MORE than ever
5. Clients need better financing advice & planning
6. More people own multiple properties
7. Large numbers of first time buyers
8. People want more technology / gadgets built into their homes
9. People want more green, eco-friendly options
10. "Retirees" are living longer & more independently
11. Need for low maintenance marketing
12. More detached homes
13. Smaller square footage with high luxury finishes
14. Fear is prevalent
15. Builders are offering incentives
16. Builders co-operating with Realtors
17. Teams
18. Media
19. Cell phones
20. Pets & family important
21. More knowledge
22. Focus on health
23. Safety concerns
24. Success = Effort
25. Buyers are waiting
26. Sellers are reluctant to sell
27. Sellers still listing too high
28. People are in 'savings' mode with a wait & see attitude
29. Interest rates are dropping which is stimulating real estate
30. Buyers & sellers do more online research than ever before
31. Downsizing (condos)
32. Upsizing & renos
33. Good time to upgrade or move up
34. Investment potential positive cashflow
35. People are asking friends/family for Realtor referrals (more confidence)
36. People buying in US, Mexico at cheap prices
37. Vacation properties
38. Less people investing locally
39. Hard to get financing
40. Buyers more picky
41. Bargain shoppers... low offers
42. Prices still fluctuating
43. Fewer speculators in the market

44. More new, professional immigrants buying
45. More time to decide due to buyers market
46. Time of huge opportunity
47. Will be less Realtors to choose from in the future
48. Negative media
49. People moving here
50. Social networking
51. Different generations with different values (gen x, gen y, baby boomers)
52. Socially disconnected
53. Too busy
54. Want an 'experience' & not being treated as a #
55. Mass collaboration
56. Teams
57. An assistant
58. Longer mortgage amortization
59. House poor...buying beyond abilities
60. Over regulation
61. Demand for luxury finishes