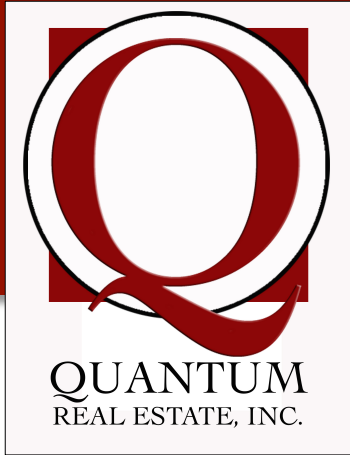


Real Estate Market Notes

According to figures released by Real Comp II, home sales in Livingston County increased by 3.5% in December compared to a year ago, while the median home sale price increased 14% to \$245,000. Inventory remains low as we ended the month with just 638 listings on the market. More real estate and investment experts are predicting a strong year ahead for US housing in 2017 with almost no risk of a crash downturn. They see existing home sales of 6 to 6.5 million in 2017 along with 160,000 new homes being built per year up to 2024. When builders are feeling optimistic, it's a good omen.

Here's a short list of factors that might affect the housing market 2017 and beyond:

- moderately rising mortgage rates
- low risk of a housing crash for most cities
- Millennial buyers coming into the main home buying years
- a trend to government deregulation
- labor shortages pushing up costs of production
- the economy will keep going – longest positive business cycle in history
- the (long-shot) possibility of the government forgiving student loan debt after 15 years, allowing a lot of Millennials to pursue their dream of owning a home



Getting Ready to Sell?

Make your house stand out

It's important to create a great impression when those potential Buyers arrive at your property. Here are a few things to consider.

- Approach your house as if you were a buyer. Drive up and park on the street. Get out of your car and survey the property as if it is the first time you are seeing it. Jot down notes on what you notice. Are there bushes that need trimming? Is there a rain gutter drooping a little? Does the mulch need some freshening?
- Walk to the front door and pause. The real estate agent is going to stop here to get the key out of the lockbox, unlock the door and announce their arrival. The Buyers are going to be looking at this entrance all that time. Make sure they are excited to open the door and step into your home based on their first impressions! Is the doorway in need of a fresh coat of paint? Any cobwebs? Windows clean? Could the siding use a power wash?
- Step into the house and stop to remove your shoes. Use your five senses to experience what a Buyer will feel. Are the floors spotless, shiny and worthy of bare feet? Does the house smell fresh and clean? Are there enough lights to make the entire house feel cheery and welcoming?
- Tour the house and pay close attention to details – we suggest you take notes and ignore the impulse to fix anything. Look for cabinets that need to be wiped down, switch plates with fingerprints on them, small cracks and nail holes in the walls.
- Head down to the basement, bring a bright light and take a good look at the electrical breaker box, the water heater, the furnace. If the basement has a musty odor, consider getting a dehumidifier very soon.

- Take the same approach with the attic, back yard, and garage.
- By now you have a great list of things to work on. Take the next big step and ask a friend or a real estate agent to do the same walk through with you and allow them to add their observations to your list. They will see and smell things you have become too accustomed to notice.

Remember the first step to selling your home is making sure a Buyer is interested and excited enough to walk around the entire house and property. A great many homes fail this test as Buyers quickly decide they have seen enough and are ready to leave, even though they have only taken a few steps into the house.



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How long will it take to sell my house?

Not surprisingly, we get this question a lot. And if you do your homework you will find three things are emphasized over and over - price, location, and condition. You can't do much about your home's location. Now you need to decide how much to spend improving the condition of your home and what the price should be when you put it on the market. Unfortunately, you still don't know how long it is going to take to get an offer you are willing to accept.

We looked at the market in the 48178-zip code on January 20 and developed the chart below. Find the price range your house falls within and you will have an idea how strong the demand is for your home. The differences can be very striking.

For instance, if you are selling a home in the \$300,000-\$600,000 range, you are in a market that favors you, the Seller. Statistically there is a 4-month supply of houses that are for sale and the average Seller will accept an offer in about 2 months.

Now look at the \$600,000-\$700,000 price range – this price range strongly favors Buyers. Based on recent sales, there is a 26-month supply of houses and the average Seller will accept an offer in about 13 months.

This is the type of information you should understand before you invest money fixing up your house and before you decide the price of your house.

Price Range	Type of Market
Less than \$200,000	STRONGLY Favors Sellers
\$200,000-\$300,000	STRONGLY Favors Sellers
\$300,000-\$600,000	Favors Sellers
\$600,000-\$700,000	STRONGLY Favors Buyers
\$700,000-\$1,000,000	Balanced
More than \$1,000,000	Favors Buyers

The Successful Buyer

"We're ready to buy a home!" Everybody starts out with that enthusiasm but we don't all wind up with the same results. Some Buyers can't say enough about their experience while others are frustrated and still looking. Buying a home is like anything else you do in life – knowledge counts.

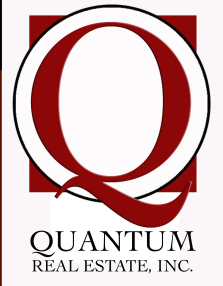
The first thing a Buyer needs to understand is the process of buying a house. Just as you don't leave the house without knowing where you are going and what roads you are going to take, buying a house is best accomplished by knowing the steps you will take.

- Financial preapproval
- Define your needs and must haves
- Look at houses
- Write an offer that is accepted by a Seller
- Apply for a loan
- Order an appraisal
- Get the house inspected
- Wait and wait and wait on pins and needles for everything to be approved
- And finally, sign the papers that make you the new owner

It all sounds simple enough until something doesn't go as planned. Successful Buyers are ready for the little bumps in the road and the detours. They were given a lot of information at the beginning of their search. We can help prepare you to be a successful Buyer – and that is important when you are competing with other Buyers. Don't lose your dream home to a Buyer who is better prepared.

**Call Quantum and let us give YOU the advantage!
248-782-7130**

QuantumRealEstateInc.com



Bonnie David Honored as Real Estate All Star by Hour Magazine

Bonnie David was honored by Hour Detroit magazine in the category Real Estate All Stars 2016. The magazine considered REALTOR®s whose closed sales volume were within the top 5 percent in metro Detroit in developing this list. The article goes on to say "It is an honor to share this list of outstanding REALTORS®, and recognize their hard work and success over the past year. There are many agents in metro Detroit who deserve to be recognized, but we believe this list is a fair representation of the industry leaders. Hiring a REALTOR® like those listed — with their level of experience and access to the best tools — can provide clients with the most accurate data and the best home-buying and selling experience."



Bonnie David
Owner/Broker



Steve Braley
Agent



Jim David
Agent



Janice Hall
Agent



Tammy Campbell
Agent