

You are in the midst of near record affordability in the housing market. Could home ownership be right for you?

Mortgage rates are low, and owning a home is a great investment in your future that can lead to many, many years of happy memories.

So why wait? It is a great time to own!



A REALTOR® Can Help You and Represent Your Interests

Before beginning your home-buying search, talk with your REALTOR® about the benefits of buyer representation. A REALTOR® who is your buyer's agent will promote your interests and guide you through what can be a very complex transaction. REALTORS® who have the Accredited Buyer's Representative (ABR®) designation have completed highly specialized training and set the benchmark of excellence in representing buyers.

To find your ABR®, visit www.REBAC.net.



IT IS A GREAT TIME TO OWN!



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Near Record Affordability

If you don't already own a home, there are good reasons to buy today. In most markets affordability is high — near record levels set in 2012. **As the job recovery continues, existing-home sales are forecast to increase.** While inventory is tight in some areas, a REALTOR® can help you navigate the market to find a home that works for you.

Go to www.REALTOR.com to see active listings in your neighborhood.

Loans Are Available to Qualified Buyers

There are many choices for buyers looking for mortgages. One option, FHA home loans, are a viable alternative for many first time buyers. The Federal Housing Administration (FHA) — which is part of the U.S. Department of Housing and Urban Development (HUD) — insures the loan, so your lender may be able to offer you a better deal, including a low down payment and low closing costs. More than 7 in 10 FHA purchase loans are for first-time home buyers.

Find out about FHA and other loans; go to www.Hud.gov/buying/loans and www.REALTOR.org and do a search for Consumer Literacy.

HouseLogic Buying and Selling

HouseLogic.com Buying and Selling offers helpful information for buyers and sellers to ensure they make smart, confident decisions about their purchase or sale. Visit www.HouseLogic.com/buyandsell to learn more about everything from financing and showings to closing and moving.



Benefits of Ownership

Owning a home is the American dream. A home not only provides financial benefits but it also provides shelter and security to families. Did you know that:

- 🏠 Home owners move less often and are more likely to vote and volunteer time for political and charitable causes than renters?
- 🏠 Children of homeowners tend to perform better in school and attain higher levels of education than children of parents who do not own a home?
- 🏠 Dollar for dollar, the rate of return on an individual's cash down payment on a house is substantial? Given the leverage in purchasing a home, the average return on a 5% down payment over 10 years is usually three to five times greater than stock market returns?
- 🏠 When you own a home you may be able to deduct the property taxes and mortgage interest from your income taxes?
- 🏠 In most cases the gains that you make when you sell your primary residence are tax free?

IT IS A GREAT
TIME
TO
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Talk to your REALTOR®
today about
helping you achieve
the American
dream!

Mortgages are at Historically Low Rates

For buyers who qualify, **mortgage rates are near historical lows**, near 4% currently. According to data provided by Freddie Mac, rates averaged more than 8.5% during the past 40 years.

Go to www.FreddieMac.com and view the Primary Mortgage Market Survey® for more information on the latest rates. Lower rates mean increased buying power because more money can be borrowed with the same monthly payment. Lower rates also mean a faster build-up of equity. With a rate of 3.75% or lower, regular monthly payments alone will mean that 10 percent of principal is paid off in 5 years or less. At a rate of 5.25% or higher, 10 percent of principal is not paid off until the 7th year or later.

The Value of Your Investment

Owning a home is an investment in your future. Home values could fall in some years, though, on average over the past 40 years, the median price of existing homes has increased about 5% every year. However, this is a national average and local markets vary widely. Thanks to the power of leverage, a homeowner's return on investment can be more impressive over time. Visit www.HouseLogic.com/buyandsell to learn more.

Home Ownership is an Investment in Your Future

Home ownership is how many American families begin to accumulate wealth. Data from the *Federal Reserve Board's Survey of Consumer Finances*, shows that over time, **a typical homeowner's net worth has ranged from 31 to 46 times that of a renter's.**

For more information on homebuying find the NAR Guide to Homebuying at www.Realtor.org/Store.