



BAIRD & WARNER



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NORTH SHORE

Real Estate Buzz

Housing Market Buzz

Real Estate is a hyper local commodity and the exact location, school districts, and other factors dramatically impact market conditions and home values. This update will provide general information.

Deerfield Single Family Homes

- Median List Price \$669,500 ↔
- Average Days on Market 178 ↓
- Median House Size in Sq. Ft. 3,168

Glenview Single Family Homes

- Median List Price \$674,995 ↔
- Average Days on Market 114 ↑↑
- Median House Size in Sq. Ft. 2,496

Northbrook Single Family Homes

- Median List Price \$650,000 ↔
- Average Days on Market 135 ↑↑
- Median House Size in Sq. Ft. 2,900

Deerfield Condos and Townhomes

- Median List Price \$290,900 ↔
- Average Days on Market 49 ↓↓
- Median House Size in Sq. Ft. 1,634

Glenview Condos and Townhomes

- Median List Price \$334,900 ↔
- Average Days on Market 75 ↑↑
- Median House Size in Sq. Ft. 1,413

Northbrook Condos and Townhomes

- Median List Price \$379,900 ↔
- Average Days on Market 106 ↔
- Median House Size in Sq. Ft. 2,000

Data from Altos Research LLC

For more information on your community or neighborhood, contact me.



Slaying Myths About Buying A Home

Many *potential first-time home buyers* believe that they have to have a 'perfect' credit score & 15-20% for a down payment.

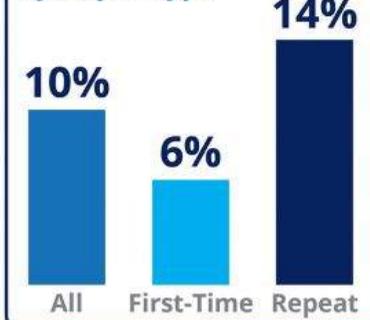
Arming yourself with information about what's really going on in the housing market will ensure you become the *"King or Queen of Your Castle."*



Average FICO Scores of Approved Loans

	All Loans	Conventional	FHA
2014	727	755	684
2015	730	757	688
2016	726	753	686
2017	722	751	680
June 2018	726	753	677

Down Payments By Buyer Type



Protect Your Hard Earned Money

According to a *Rent.com* survey:

88% of property managers *raised their rent in the last 12 months* and there does not appear to be any signs of stopping.

53% said that they were *more likely to bring in a new tenant at a higher rate*, than renegotiate and renew a lease with a current tenant that they already know.



Interest Rates Remain Low... Lock-In Your Housing Cost

1970's	1980's	1990's	2000's	Today
8.86%	12.7%	8.12%	6.29%	4.52%

What's Your Next Move?

Now that you know that you do not need an 800 credit score, 20% down payment and interest rates are still low...

Contact a local real estate professional to find your Castle!

Source: Ellie Mae, Rent.com, Freddie Mac



Why Working With a REALTOR® to Sell Your Home is the Right Choice

There's a lot to be said about the fulfillment of a DIY project. Installing a new light fixture above your dining room table or changing your car's oil on your own feels good, saves money, and allows you to humbly brag about it on social media. However, selling your home is a completely different story. According to research from the National Association of REALTORS®, the typical FSBO home sold for \$190,000 compared to \$249,000 for agent-assisted home sales. Additionally, more than 90% of sellers use a listing agent. Rather than take a DIY approach to one of the largest transactions of your life, here's why working with a REALTOR® is the right choice:

Expertise

Working with clients to help buy and sell homes is the livelihood of a REALTOR®, a licensed real estate salesperson who belongs to the National Association of Realtors®, the largest trade group in the country. REALTORS® have their fingers on the pulse of the market, understand how to analyze data, and are adept at responding to agent and buyer questions, concerns, and objections.

They Save You Time

There are many steps and moving pieces in the selling process. Going the FSBO route will consume your time and not yield the best results. Ask yourself these questions:

- Can you show your home at a moment's notice?
- If you are traveling, how will you handle showings?
- Even if you can budget the time for showings, do you know how to handle feedback or what questions to ask potential buyers and their REALTORS®?

A REALTOR® serves as a liaison between buyers and sellers, and works full time to know what needs to be done to get a deal together.

REALTORS® are Connected

REALTORS® surround themselves with other professionals to help

you sell your home. From mortgage brokers and real estate attorneys to home inspectors, home stagers, and interior designers, REALTORS® maintain a vast network to aid in the sale process.

No One Can Market Your Home Better

You can count on your REALTOR® to aggressively market your home. He or she can access predictive analytics, promote your listing on social media, and utilize appropriate print media strategies. Your REALTOR® can also recommend staging techniques for showings and vet potential buyers who are motivated to make a purchase.

They Negotiate Deals

Negotiations are inevitable when selling a home. They are time-consuming and can be arduous, so it pays to have a savvy, professional negotiator do the heavy lifting. Faced with a bidding war, tedious inspection report, questions about terms and conditions, and how to draw up the appropriate purchase agreement, you'll want to leverage a REALTOR'S® experience and expertise.

REALTORS® Are Closers

Closing is such a detailed procedure, and having a REALTOR by your side to dot all the i's and cross all the t's is critical. He or she will help you answer:

- Do you know what the closing protocol is in their market and what the expectations are?
- When do you have to be completely moved out of the house?
- What condition are you expected to leave the home in?
- How do they handle unexpected, last-minute issues?

Conclusion

FSBOs account for only 8% of home sales, and for good reasons as illustrated above. Selling a home is one of the most significant life events there is, and the process isn't as simple as some people assume. Work with a professional who will get the job done right.



FEATURED PROPERTIES



1006 E. Olive Street, Arlington Heights

Wonderful four bedroom colonial in sought after Arlington Heights neighborhood.



1856 Pheasant Run, Long Grove

Stunning estate located on an elegantly landscaped acre plus.



1016 Hazel Ave., Deerfield

A large covered porch welcomes you to this updated and well cared for charming immaculate home in the heart of Deerfield.

For more real estate information contact me at 847-525-2111 or Betsy.Phillips@BairdWarner.com

If your property is currently listed for sale with another brokerage please disregard this mailing.