

# Christine's



## News & Real Estate Report

### Pricing Your Home Correctly

The most important decision in marketing of your home for sale is made the moment you and your REALTOR® decide what price you will list your home.

The first 30 days that your home is on the market provide the best chance for you to optimize the price you will receive. Unfortunately, many home sellers decide to "test the market" with a price higher than the suggested price.

Overpricing causes most homes to remain on the market too long. Buyers, aware of a long exposure period, are often hesitant to make an offer because they fear "something is wrong" with the house. Additionally, extended market time tends to dampen the other sales agent's attitude, making it less likely to be shown to their buyer prospects.

Most buyers educate themselves by viewing many homes. They know what is a fair price. If your home is not competitive in value with those they have seen, it will not sell. Buyers typically look at homes within a \$20,000 price range. If your home is not priced within the correct range, it very likely will not be exposed to its potential or targeted buyers.

National and local studies show the longer your home is on the market the less it will sell for (see stats).

The sale price to list price ratio is the difference between the price the seller is

asking and the price the home sells for. For example if a home is for sale at \$100,000 and sells for \$90,000 then the sale price to list price ratio is 90%.

Number of Days on the Market	2008 Sales Price to List Price Ratio	2007 Sales Price to List Price Ratio
0-30	98.18%	97.92%
31-60	92.56%	95.22%
61-90	88.50%	93.16%
91-120	85.22%	91.34%
121-150	82.51%	90.26%
151-180	80.22%	88.80%
180+	76.38%	85.65%

The data above is derived from all homes sold in 2007 and 2008 through the Arizona Regional MLS. Notice how the numbers have changed in 2008 compared to 2007. Also of note—in 2008 there is a nearly 6% drop in the sales price to list price ratio when you sell your home in the second month instead of the first month.

An experienced REALTOR® can help you price your home correctly. Are you curious about the value of your home in today's ever changing real estate market? I would be happy to provide you with a current market analysis. No obligation, just information.



**Christine Hartman**  
**REALTOR®**

*Always There For You!*



LUCAS DIVISION

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# Phoenix Real Estate Report

1 Year History	Number of Homes Sold	Average Sales Price	Median Sales Price	Avg. Days on Market	Sales Price to List Price Ratio	# of Homes For Sale	Months of Inventory
December 08	5,608	\$195,474	\$144,000	74	87.93%	52,174	9.30
November 08	4,303	\$209,280	\$152,750	70	88.74%	54,585	12.69
October 08	6,139	\$211,033	\$162,000	74	89.69%	54,146	8.82
September 08	6,180	\$219,215	\$170,000	74	92.32%	53,495	8.66
August 08	5,725	\$237,662	\$185,000	82	90.71%	52,332	9.14
July 08	6,011	\$248,665	\$190,000	91	92.86%	52,643	8.76
June 08	5,774	\$264,743	\$200,000	87	91.46%	52,263	9.05
May 08	5,645	\$269,071	\$207,500	86	92.28%	52,859	9.36
April 08	4,786	\$274,644	\$211,000	90	90.36%	54,734	11.44
March 08	4,252	\$292,821	\$213,106	88	90.58%	55,618	13.08
February 08	3,392	\$298,241	\$216,000	92	90.40%	55,666	16.41
January 08	2,866	\$314,674	\$222,000	96	90.03%	55,323	19.30
December 07	3,418	\$309,380	\$230,000	92	90.39%	52,244	15.28

Data compiled from The Arizona Regional Multiple Listing Service. Deemed reliable but not guaranteed. Various broker participation.

## How much is my home worth?

Please send me a FREE market analysis.

No Obligation—Just Information

### Your Home Description:

Stories: \_\_\_\_\_ Sqft: \_\_\_\_\_ Beds: \_\_\_\_\_

Baths: \_\_\_\_\_ Pool: \_\_\_\_\_ Garage: \_\_\_\_\_

Condition of home: \_\_\_\_\_

Other Features: \_\_\_\_\_

### Your Contact Info:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

### Return:

fax: 480-603-3311 · email: [Christine@HuntRealEstateAz.com](mailto:Christine@HuntRealEstateAz.com)

4040 W Ray Rd #8 Chandler, AZ 85226

## Lucas Mortgage Funding

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# Did You Know?

- The first World Wide Web search engine was called Wandex.
- 87% of women use scissors as their first throw when playing "Rock, Scissors, Paper."
- Alfred Hitchcock had a morbid fear of eggs (ovophobia).
- The U.S. has the highest dog population in the world.
- During the ice age, there were six-foot tall "mammoth penguins."
- "Typhlobasia" is the practice of closing one's eyes when kissing..
- Just less than one quarter of the people in the world are vegetarians.

## **Seller Select Buyers Edge**

*For better results. Our homes sell faster and for more money.*

### **1) Seller Select Listing Plan**

Choose from a menu of services. You're in control. Cancel anytime.

### **2) Guaranteed Sale Program**

"We Will Sell Your Home, Or ERA Will Buy It!"® Giving you peace of mind.

### **3) Market Knowledge**

I give you knowledgeable and trusted advice on how to prepare and price your home.

### **4) Aggressive Marketing Plan**

I will expose your home to the highest number of buyers. More exposure = higher price!

### **5) Attention to Detail**

You can relax knowing that an expert is handling the details.

*Making home ownership easier and less expensive.*

### **1) My Commitment To You**

I will represent you with the highest integrity and find a home that best matches your needs.

### **2) Guaranteed Buy Program**

"You Will Love Your New Home, Or I Will Re-Sell It For Free!"

### **3) Home Finder Service**

Receive automatic updates. You won't miss your dream home!

### **4) One Stop Shopping**

Use our In-House Mortgage company and we'll guarantee the lowest rate.

### **5) No Pressure/ No Risk**

I won't push you into buying. Instead I offer trusted advice.

### **6) My Service Is Free!**

I am usually paid by the seller.



### **Wonderful Warner Ranch**

3 BR, granite, stainless, Kyrene Schls  
Priced at \$339,000 • MLS #4103077



### **Recently SOLD in Tempe**

Thinking of selling your home?  
*My homes sell faster and for more money!*



### **Lovely Tempe Home!**

4/2. Remodeled Kitchen. New wood flooring  
Priced at \$337,500 • MLS # 4059672



### **Ahwatukee Home with Potential**

3 BR. Den. 1900 sf. Fireplace. Pool.  
Priced at \$ 299,000 • MLS # 4077192



### **Great Location**

3 BR, 2 BA, 1500 sqft, tile flrs, fireplace  
Priced at \$227,000 • MLS #4104501



### **Patio Home in Warner Ranch**

Split 3/2, private corner lot, Kyrene schools  
Priced at \$250,000 • MLS # 4055523



**Christine Hartman**

**4040 W. Ray Rd #8  
Chandler, AZ 85226**

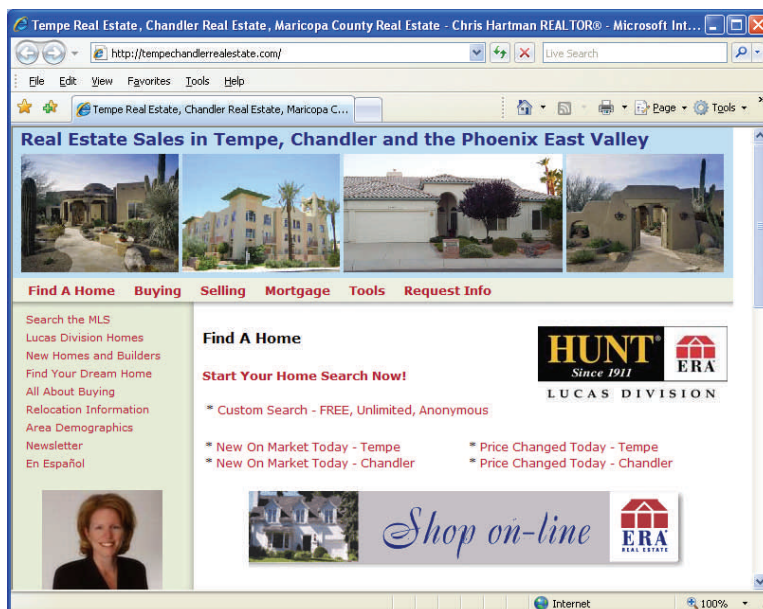
**(480) 403-1254**

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*“The majority of my business is done from word of mouth. The highest compliment I can receive is a referral of your family or friends. Thank you.” Christine*

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