



April 2021

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## Why Real Estate Is Still the Hottest Commodity

Dear HarborWalk Owner:

Stock market booms come and go, but real estate typically remains a solid investment. In today's market, owning a home — or two — is one of the best moves you can make for your portfolio. Even just owning your principal residence is an exceptional way to build your personal wealth!

To bring you more context on why real estate is still the hottest commodity, I wanted to share a few impressive statistics on equity, net worth and asset appreciation that come as great news for homeowners. If you're thinking about selling as we approach the spring buying season, the information I'm sending you this month provides a few reasons why now is the perfect time to make your move.

As your trusted real estate professional, I am committed to serving your housing needs at the highest possible level. If you want to buy or sell, but you're concerned about the current inventory, give me a call — there may be more homes out there than you think. I'll share how I will go above and beyond to make your search a breeze!

Sincerely,



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*Oh, by the way®...if you know of someone who would appreciate the level of service I provide, please call me with their name and contact information. I'll be happy to follow up and take great care of them in a way that is healthy and safe.*





# Real Estate and **Your Wealth**

Real estate is a wealth building asset and should be part of your portfolio. Here are a few reasons why.

In 2020, the average homeowner's equity **increased by \$17,000.**<sup>1</sup>

Last year, home values appreciated at their highest levels since **2014.**<sup>1</sup>

Homes in today's market sell for an average of **\$66,000 above the purchase price.**<sup>2</sup>

Home  
**Equity Growth**  
in 2020

Overall, homeowner equity grew **\$1 Trillion.**<sup>1</sup>

## Investment Opportunities

If you have the funds, and you're willing to make the commitment, a rental property is a way that real estate can increase cash flow.



**Long-Term Rentals:**  
Provide consistent income over time, but requires a large commitment.



**Short-Term Rentals:**  
You get an upfront return on investment. Local laws need to be taken into account.

**Record-low interest rates** could make mortgages more affordable for those considering an investment property.



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# 5 Reasons to Sell Your Home This Spring

The spring buying season is back! Here are a few reasons to consider putting your home on the market sooner rather than later.



## Pent-Up Demand

The pandemic delayed the 2020 spring buying season, and now, many who waited are ready to get back into the game.



## Low Interest Rates

Financing your next home is affordable and attainable with mortgage rates at historic lows.<sup>4</sup>



## Faster Process

Homes are selling quickly, with new listings spending about 21 days on the market.<sup>3</sup>



## Solid Home Prices

Low housing inventory and high demand are getting sellers top dollar for their homes.



## Supply May Increase

As new home construction rises in 2021, prices may begin to stabilize.<sup>1</sup> Sell your property now to get the best price!

**Ready to make a move?**

**Call me** - I'll help you land the home of your dreams and build your equity. Now is a great time to buy or sell!

SOURCES:

1. CoreLogic, "Homeowner Equity Insights: Data Through Q3," December 2020

2. Copyright ©2020 "Profile of Home Buyers and Sellers," NATIONAL ASSOCIATION OF REALTORS®, All rights reserved. Shared with permission.

3. NATIONAL ASSOCIATION OF REALTORS®, "Existing-Home Sales Decrease 2.5% in November," December 2020.

4. Freddie Mac