

GAINING PERSPECTIVE ON THE REAL ESTATE MARKET

A Letter from Geoff Wood, CEO, Windermere Real Estate

As 2007 draws to a close, we're sure to hear much more discussion about the future of the real estate market, and many are eager to speculate—for better or worse—about what lies ahead. With so much information from which to draw, it can be challenging to stay focused on what's best for you and your family. Despite all the chatter, it's important to keep a grounded perspective on your personal real estate situation and to make decisions that reflect your needs and enhance your life.

WHAT'S YOUR MARKET DNA?

We hear a lot about the “national real estate market.” But how does this information affect us and our own real estate decisions? David Lereah, former chief economist for the National Association of Realtors, outlines his answer in a book titled *All Real Estate Is Local*. Lereah debunks the idea of a “national market” and explains how each individual city, town and neighborhood has what he calls “its own DNA.” From proximity and aesthetics to the local weather and economy—there are unique characteristics that influence the desirability of any specific area, and conditions can vary greatly from town to town and neighborhood to neighborhood.

This concept reminds us that while national housing news might give us a collective view of all real estate markets, it's important to remember that each market is unique and what might be reported as a national average may not reflect what's happening on your block. It's crucial to understand the factors affecting your individual market in order to determine the best choice for you.

THE VALUE OF A FULL-SERVICE AGENT

Real estate markets continually ebb and flow, and it's natural for adjustments to occur from time to time. As these local and national fluctuations take place, it becomes even more essential to enlist an experienced, full-service real estate professional to help navigate your real estate moves. Windermere agents know that your home is more than just a transaction—it's your life. And the more complex the housing market gets, the more important it is to have a trusted partner on your side to help protect your interests and plan for your future.

Each one of our 350+ offices is independently owned and operated by people who live in the neighborhood they represent. They are citizens first, and they are building vibrant and livable communities. They want each of you to easily and quickly buy or sell your home. Windermere's local agents understand your unique market conditions and are there to guide you safely through the process with knowledge, understanding and compassion.

So market conditions may vary, but the experience you will receive from a trusted Windermere advisor will not. It will be extraordinary. It's the Windermere Way.

On behalf of all the people of Windermere, here's wishing you and your family a joyous holiday season and a bright year ahead.

