

life@home



Century 21  
MISSION-BISHOP REAL ESTATE

The CENTURY 21 Newsletter

May 2010

### A Special Message:

I am pleased to present you with the latest issue of **Life@Home**. Delivered to home buyers, sellers and owners on a monthly basis, this electronic newsletter is designed to give you the real estate information that is important to you. In each issue, you will find practical tips and articles related to buying, selling or owning a home, as well as the latest news on real estate trends. I hope that you enjoy this issue of Life@Home. If I can be of any assistance, please do not hesitate to contact me.



#### Bradley Hatton

CENTURY 21 Mission-Bishop Real Estate  
bhatton@signlanguagerealestateagent.com  
39180 Liberty Street, Ste 205  
Fremont, CA 94538  
Phone 510.494.2120  
Fax 510.505.1995  
<http://www.signlanguagerealestateagent.com>

\* **NEW:** My active listings are now listed on my website [here](#). Two of my featured listings are listed at the bottom of this newsletter. Also, you can always find news & updates on my website.

## Home Buyers and Sellers Anticipate Prices to Rebound Next Year, Survey Says

A survey of first-time home buyers and sellers released by Century 21 Real Estate LLC last month contains good news for beleaguered home sellers.

Over 80% of those polled feel the current housing market is more affordable today than this time last year, despite the fact that 40% are more worried about the economy.

In addition, the first-time buyers surveyed anticipate that housing prices will soon begin to rise and in fact, expect an increase by this time next year, thereby re-establishing the balance between buyers and sellers in the market.

That means more buyers may be motivated by current market conditions to get off the sidelines and purchase a home. In fact, over 80% of buyers polled believe now is a good time to buy a home.

Current housing prices are also encouraging sellers to act. Fifty percent of sellers have upgraded their homes, and 37% have changed neighborhoods.

"This is a generational opportunity for a first-time homebuyer or seller looking to take advantage of this market," said Rick Davidson, president and CEO, Century 21 Real Estate LLC. "If you are considering buying or selling real estate, now is the time to consult with a real estate professional."

Given the complexity of today's real estate market, 85% of buyers and sellers feel real estate professionals serve an important role in the home buying and selling process, and about 70% either used or expect to use one.

"Buying a home is the largest, single financial decision most people will make in their lifetime," said Davidson. "This is where a real estate professional can help."

Interested in selling your home, or want to learn more about current prices in your area? Give our CENTURY 21 office a call today.

To learn more about the CENTURY 21® First-Time Home Buyer and Seller Survey, [Click Here](#).





## Buyers' Negotiating Power On the Upswing

Great news if you're looking to purchase a home: For the second month in a row, real estate Web site Zillow.com is reporting that in January, homebuyers across much of the U.S. negotiated larger discounts off the listing price of homes than they did the prior month.

Buyers in the United States paid 2.8 percent less than the last listing price in January—more than the 2.7 percent discount in December and 2.6 percent in November. December was the first month in which buyers actually regained negotiating power; during most of 2009, buyer discounts shrank.

A year ago, in January 2009, buyers were able to negotiate a median 4.5 percent off the last listing price of homes for sale.

According to Zillow, the biggest discounts are in Florida—Vero Beach and Punta Gorda yielded discounts of 8.6 percent and 7.4 percent, respectively—while Toledo, Ohio and Flagstaff, Ariz. ranked high as well. But discounts can be had all over the nation. New York, N.Y. buyers got 5 percent off the last listing price in January, Chicago, Ill. buyers got 5.1 percent and Cleveland, Ohio buyers got 5.8 percent.

Sellers did well in some markets, however. Most buyers in places like El Centro and Stockton, Calif., for example, actually paid more than the last listing price of homes sold in January.



## What Will Americans Do With Their Tax Refunds This Year?

According to a survey by the National Retail Federation, 43.9% of Americans expecting a refund will pay down debt, fewer than the 48% in 2009. Others plan a major purchase, such as a new TV, furniture or car (12.5%), or will go on vacation (10%). And 40.3% will stash their refund in savings.

[VISIT WEBSITE](#)

## Featured Listings:



**777 Bonita Ave, Pleasanton**

**4 bedroom - 2 bath**

**MLS# 40462268**

LOVELY EXPANDED HOME W/ UPGRADES GALORE!

Gorgeous hardwood floors inlaid w/teak& mahogany. Marble tile entry & baths. Master suite features fireplace, bay window, French door, & spa-like retreat in bath. Great office setup w/ double doors & built-in desk & shelving. Granite counters. Recessed lights

**\$725,000 - [View Listing](#)**



**2898 Winchester Dr, Hayward**

**5 bedroom - 2 bath**

**MLS# 40459687**

ROOMY & IMPROVED HOUSE IN HAYWARD HILLS! Over \$100K in recent upgrades: gorgeous Brazilian cherry hardwood & ceramic tile floors, carpet, dual-pane windows, panel doors, appliances, renovated baths, light fixtures, landscaping, & expansive deck. Cul-de-sac location. Bay views.

**\$499,000 - [View Listing](#)**

[VIEW LISTINGS](#)

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