



**DISCOURAGED BY A MEDIA NARRATIVE THAT SEEMS TO  
CONSISTENTLY PORTRAY THE HOUSING MARKET IN A NEGATIVE LIGHT?**

# *Don't Be!*

Informed homeowners know that it pays to take a closer look at what the numbers- and the experts -are telling us.

For many, the current state of the national market will have little or no effect on their current real estate plans. Most families and individuals looking to sell their home or make a lifestyle transition have lived in their homes for several years and have already realized a significant return on their real estate investment.

In fact, the current market is especially promising for those buyers interested in maintenance-free living and for those planning to sell their single-family home and transition to a residential condominium-style community. Maintenance-free, managed community living is in what might be described as a "sweet spot" right now, with abundant supply, affordable pricing, and a growing demand that has not yet out-paced market availability.



**An Epcon Community**



### *Think like an entrepreneur*

Savvy entrepreneurs understand that with real estate assets, value, convenience, and affordability never go out of style. They recognize that the current state of residential condominium community living is extremely positive, and that homeowners should see the current real estate market not as a potential liability, but as a valuable opportunity.

### *Don't follow the herd*

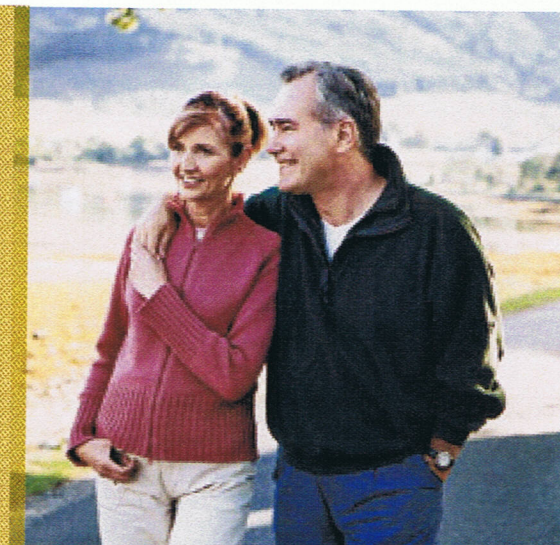
While the overall national market is in the midst of a post-bubble correction, don't let media horror stories influence your plans. Many regional markets and product types are performing extremely well, and thoughtful homeowners are thinking for themselves and making sound real estate decisions based on their circumstances.

### *Strike while the iron is HOT*

Buy low and sell high is one of the fundamental rules of smart investing; and real estate is no different. Existing homes are still able to command significant value, while homes in newer communities are likely as affordable now as they will ever be.

### *Beat the bubble*

As recently as 2005, approximately 40 percent of the market was comprised of investment properties or second-homes. The natural correction of the past few years has largely removed these speculators and overly ambitious investors from what was an over-saturated marketplace. The result is a market in which individual attention is at a premium, and buyers are able to exert unprecedented control over timing, financing, and desired amenities. Take advantage of it!



## *Did you know?*

- An average of **14 homes a day** were sold in Allen County in 2007!
- Throughout 2007 homes in Allen county were on the market for an average of only **1 day** longer than 2006.
- During the busiest holiday season of the year, December of 2007 showed an average of 9 home sales a day in Allen county.
- The median Home price in Allen county was up in 2007 from 2006.

### Home Selling Tips

- **Make a Good First Impression**  
Clean up clutter, take care of repairs and make sure your home is well-maintained.
- **Price Your Home Correctly**  
Pricing too high can discourage potential buyers, pricing too low leaves no room for negotiation.
- **Know the Market**  
Know the homes selling in your area, their asking price, condition, and amenities. Most homes sell at fair market value—not above it.
- **Prepare for Showings**  
Create an environment that enables potential buyers to visualize themselves in the space.

#### Sales Center Hours

Mon-Sat 10-5

Sunday 11-5

Or by appointment

(260) 625-6555



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