



A News Series from Coldwell Banker Borrego Highlighting Real Estate Tips

BUYING A HOME IN A BUYER'S MARKET

Borrego Springs, CA – May 5, 2008 - When is the best time to buy a house? Borrego Springs has an abundance of homes for sale, and interest rates remaining at near historic lows, now might be one of the best times in recent memory to buy. While today's real estate market does offer advantages to buyers, consumers still need to be savvy in order to get the best deal they can.

Following are some things that your Coldwell Banker Borrego REALTORS think every homebuyer should keep in mind:

- **Don't Try to Time the Market:** When home prices are lower, it is very tempting for potential buyers to try to wait as long as possible in the hopes that prices will decline even further. This strategy can be detrimental. Once a home is priced to what the current market will bear, buyers will make offers. It is best to work with your Coldwell Banker Borrego sales associate to make an offer based upon the prices at which similar homes in the market are selling for. In a buyer's market, there are more opportunities for negotiations, but making an offer is an important step. If you find a house you love, put your bid in and negotiate. Don't let it sit for another buyer to make an offer.
- **Take Your Time...To A Degree:** The increased supply of homes on the market gives homebuyers a great opportunity to evaluate a variety of properties. However, this does not mean that homebuyers should procrastinate. Gauge the time you may have to choose a home by asking your Coldwell Banker Borrego sales associate how long properly priced homes are staying on the market before going into the contract stage. You may find the change in days on the market from last year is just a few days longer.
- **Homes Are Selling:** Don't think that you are the only one looking for a new home. Properly priced homes are selling. The National Association of REALTORS reported there were more than 5 million home sales in 2007, the fifth best year in history.

About Coldwell Banker Borrego

Coldwell Banker Borrego is an independently owned and operated member of Coldwell Banker Real Estate Corporation and has been serving the Borrego Springs real estate market for over 20 years. Coldwell Banker Borrego has a complete offer that includes residential and commercial properties as well as a partnership with BorregoRentals.com for property rental and management. Our brokers and sales associates engage in ongoing education and accreditation as part of the Coldwell Banker organization and commitment to our customers. Contact one of our knowledgeable and caring real estate professionals who have made Borrego Springs their home and who look forward to helping you find yours. www.ColdwellBankerBorrego.com, www.BorregoRentals.com

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