

I'm sure you've heard the phrase "Walk a mile in my shoes". If not, it simply means that before you can truly understand what someone is going through, you have to have the same experience. Well, I just finished walking a lot of miles in *your* shoes. I just moved into a new home this summer. Having spent the past 13 years in my other home, it had been a while since I went through the entire journey of buying, packing, moving, unpacking, etc. I have to admit, I think it was easier 13 years ago when 1) I was younger, 2) I didn't have children, and 3) I moved in the spring and not in the dead of the hottest summer in recent history!



As I look back (actually, we're still unpacking so I'm not done yet), I realized that this is a lot harder and more stressful than I remembered. And even though I have helped over 100 clients buy and sell homes, I had not been in your shoes in a while.

The reason I'm sharing all this is because I feel I will be a better agent going forward. Many agents sell lots of homes but have forgotten what it's like to manage this process with children and school and soccer, etc. We can get de-sensitized because in order to be effective, we have to manage it as a process and not an experience. Otherwise, there would be no way to manage more than one client at a time. But, I also think that it's important not to forget that for each client this is the biggest event going on in their lives at that moment. I won't forget!

As a result of all of this, I am developing some new services and processes that I believe will lighten your load and make your move a little bit easier and enjoyable. I care very much about each and every one of my clients. I understand that you need my support all the way from the first house-hunting trip to the closing table to the move-in. Please know that I will be there to support you and that my commitment to you is not based on empty words. I have walked a mile in your shoes and boy are my feet tired!

Issue Highlights

- **What's This 59-Point Action Marketing Plan I Keep Hearing About?**
- **Mortgage Market Returning to Normal**
- **Existing Home Sales Stabilize**
- **"Neighborhood Watch"**

Barry Wolfert

Associate Broker



*Your Personal
Real Estate
Consultant*

RE/MAX COMMUNITIES
135 Johnson Ferry Road
Suite 500
Marietta, GA 30068

Direct: 770-656-7551
Office: 770-955-2525
bwolfert@mac.com
www.barrywolfert.com



WHAT'S THIS 59-POINT ACTION MARKETING PLAN I KEEP HEARING ABOUT?

If you've heard my voicemail or received an email from me, you will have heard or seen my message about my 59-point marketing plan. I've been asked to explain what this is all about.

I have developed a comprehensive action marketing plan that I use to market homes. This 59-point action plan outlines step by step the techniques and methods I use to get a home sold, including advertising, internet marketing, feedback mechanisms, and tracking systems, to name just a few points. In a market where inventory is at an all time high (see next article), you can't just hope someone will make an offer. You must take a pro-active effort and get the house in front of as many buyers as possible. That is the only way to sell in a timely manner and get top dollar.

By using my 59-point action plan, my listings sell 43 days faster than the average home in FMLS - even in today's market!

I have been using this system for over a year and the results have been impressive. Thru May 2007, **my listings are averaging 43 days on the market - this is 50% less time than the FMLS average of 86 days - and command over 98% of asking price.** If you or someone you know is thinking about selling a home, remember these statistics. Your referrals are greatly appreciated!

MORTGAGE MARKET MERELY RETURNING TO NORMAL

RISMEDIA, AUGUST 2007

The rules of getting a mortgage have changed — while you were on vacation. At the beginning of summer, you could have a marginal credit score, no proof of income and no down payment, and still get financing for a home. But that was then. Lenders are running scared, worried about all the easy credit they granted over the past few years. With many lenders refusing to make loans to anyone but the safest borrowers, lending standards are returning to normal.

“The pendulum swung too far in one direction,” said Greg McBride, a senior financial analyst at Bankrate.com. “Now it’s coming back the other (direction).” Keith Luedemann, CEO of Charlotte-based Goodmortgage .com, said a person with a 580 credit score could get a home with no down payment three months ago, but now the minimum is more like 720. “Mortgages are all about risk,” Luedemann said. Lenders are working to minimize that risk by only making loans to those with higher credit scores, documented income and a sizable down payment.

Sub-prime loans have all but disappeared...But for those with a credit score around 680 and 5%-7% down payment, little has changed.

Sub-prime loans to people with poor credit scores and jumbo loans have all but disappeared, he said. But for those with a credit score around 680 or above and a 5% to 7% down payment, little has changed. You may be asked to provide more documentation of your income — for example, a tax return instead of a pay stub. But for the most part, these conventional mortgages are still available. Mortgage rates even dipped a bit last week, to an average of 6.52%, according to the mortgage company Freddie Mac. McBride said this shift in the mortgage business is just a return to normal.



****Remember, the market is always changing. I have excellent local lenders who can assist you with your purchase or re-finance. Call me and I'll be happy to refer you to them.****

WANT TO KNOW WHAT HOUSES ARE SELLING FOR IN YOUR NEIGHBORHOOD?

Are you curious about what the house down the street sold for or how many days on market your subdivision averages? If so, I can provide you with that information. In fact, I can set-up a special subdivision watch for you that automatically emails you when a house is listed or sold. I can also do this for *any* neighborhood you might be interested in. Simply email me at buyorsell@barrywolfert.com and request a “NEIGHBORHOOD WATCH” and give me the name of the subdivision and city it is in. Of course, this service is complimentary so feel free to tell your friends and family too!



YOUR REFERRALS ARE GREATLY APPRECIATED! KEEP THEM COMING!

Early on, I decided to build my business as a real estate consultant. By taking this approach, I want my clients to feel that they can contact me on a wide range of real estate and financing related issues. I will always be happy to answer your questions or refer you to someone who can. My goal is to build a business that is 100% referral based. Thank you to many of you who have helped me get closer to that goal. I am working on new systems and services that I believe will allow me to continue to exceed your expectations.

If you have a friend, family member or neighbor that has a real estate need, please consider referring them to me. I promise to give them unparalleled service and attention. Thank you for your support.

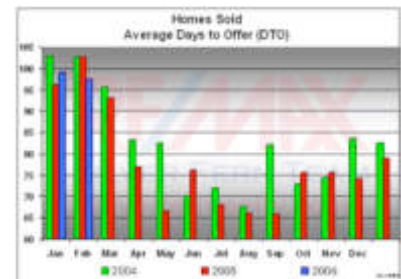
****Did you know that I can help a friend or family member anywhere in US? Through the Re/Max referral network, I can locate a local agent for anyone in the US. Who can I help for you?*****

EXISTING HOME SALES STABILIZE

RISMEDIA, August 2007

Existing-home sales were essentially unchanged in July, with increases in the West and Northeast offset by a decline in the Midwest, according to the National Association of Realtors.

Total existing-home sales - including single-family, townhomes, condominiums and co-ops - slipped 0.2% to a seasonally adjusted annual rate of 5.75 million units in July, and are 9.0% below the 6.32 million-unit level in July 2006.



The national median existing-home price for all housing types was \$228,900 in July, down 0.6% from July 2006, the highest monthly price on record. The median is a typical market price where half of the homes sold for more and half sold for less. Total housing inventory rose 5.1% at the end of June to 4.59 million existing homes available for sale, which represents a 9.6-month supply at the current sales pace.

The national median existing-home price for all housing types was \$228,900 in July, down just 0.6% from July 2006, the highest monthly price on record.

Single-family home sales slipped 0.4% to a seasonally adjusted annual rate of 5.00 million in July and are 9.3% below the year-ago pace of 5.51 million units. The median existing single-family home price was \$228,600 in July, down 1.0% from July 2006.

Regionally, existing-home sales in the West rose 1.8% but are 15.2% below a year ago. The median price in the West was 0.9% from July 2006. Existing-home sales in the Northeast increased 1.0% in July, but are 2.9% lower than July 2006. The median existing-home price in the Northeast was up 5.9% from a year ago. Existing-home sales in the South were unchanged at an annual rate of 2.26 million in July, but are 10.7% below a year ago. The median price in the South was down 3.2% from July 2006. Existing-home sales in the Midwest fell 2.2% in July and are 5.6% below July 2006. The median price in the Midwest was 1.8% below that of a year ago.

TAXTIME - PROPERTY TAXES FOR MOST COUNTIES ARE DUE IN OCTOBER

If you have not received your tax bill or aren't sure if your taxes are paid from an escrow account, call your mortgage company to find out. Also, make sure you have filed for your state homestead exemption. If you bought your home in 2007, you have until March 1, 2008 to file. The exemption will be reflected on your 2008 property tax bill. Please visit my website at www.barrywolfert.com/propertytaxinfo for more info.

Featured Listings



MARIETTA - EAST COBB
4 BEDROOMS/2.5 BATHS
FINISHED BASEMENT
WALTON HIGH SCHOOL
OVER \$50,000 IN UPGRADES
NEW PRICE: 380,000



ALPHARETTA
5 BEDROOMS/3 BATHS
BUILT IN 2000
1.88 ACRES
FULL BASEMENT
CURRENT PRICE: \$499,000

FREE STUFF

Are you curious about your home's value? Go to www.valuemyhomenow.com for a free market analysis. Are you waiting for a home to come on the market in a particular subdivision or school district? Go to www.sendmelistingsnow.com to have listings sent to you as soon as they come on the market.