

The Media's Attack on the Real Estate Industry

The Media's attack on the real estate industry is nothing new. For decades they have practiced doom and gloom tactics and in some cases have actually caused real estate prices to decline short term. The good news however, is each and every short term decline has been temporary and has been followed by long term price appreciation.

Today we are in the middle of a window of opportunity to purchase attractive real estate at the best prices we may see in our lifetime and to receive "incentives" on our purchases on top of it! The incentives, which are being offered by builders and developers, will not last any longer than they need to. Once the market begins showing signs of a rebound, these incentives will dry up.

Sit back and enjoy some of these dire media projections from yesteryear and allow them to mirror the wide variety of "fear factor" type "media" comments that exist today.

Time Magazine, 1947: *"The prices of houses seem to have reached a plateau, and there is reasonable expectancy that prices will decline."*

Science Digest, 1948: *"Houses cost too much for the mass market. Today's average price is around \$8,000 - out of the reach for two-thirds of all buyers."*

Business Week, 1969: *"The goal of owning a home seems to be getting beyond the reach of more and more Americans. The typical new house today costs about \$28,000."*

NEA Journal, 1970: *"You might well be suspicious of 'common wisdom' that tells you, 'Don't wait, buy now... continuing inflation will force home prices and rents higher and higher.'"*

Nations Business, 1977: *"The median price of a home today is approaching \$50,000... Housing experts predict price rises in the future won't be that great."*

Money Magazine, 1981: *"The era of easy profits in real estate may be drawing to a close."*

Money Magazine, 1985: *"The golden-age of risk-free run-ups in home prices is gone."*

Money Magazine, 1986: *"Most economists agree.... [a home] will become little more than a roof and a tax deduction, certainly not the lucrative investment it was through much of the 1980's."*

Kiplinger's Personal Financial Magazine, 1993: *"Financial planners agree that houses will continue to be a poor investment."*

San Francisco Examiner, 1996: *"A home is where the bad investment is."*

CNN Money.com, 2007: *"Home prices experience historic drop."*

Each and every negative prediction by the Media was short-lived. At the time such predictions made it appeared real estate would never go up again in value - similar to the way it feels for many now. The good news is found in the few lines below. This time is no different than times past!

FACT: National real estate values have appreciated

- 88% since 1996
- 340% since 1977
- 685% since 1969
- 2650% since 1948

With interest rates as low as we may see again in our lifetime, you really should ask yourself, "Am I living in my dream house?" If not we can Help!!



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