

## **Take Advantage of the Positive Housing Market**

The Sioux Empire area really has something to be proud of. While the rest of the country has seen some hard times recently in the housing industry, South Dakota has been bucking the trend. As residential home builders continue to take out numerous building permits, the value of homes are steadily increasing.

While the economy is also remaining positive for our area, more and more people are starting to see the great benefits of owning their own home. Here are a few reasons why now is still a great time to buy a home in the Sioux Empire area:

### **It's a Great Time to Buy**

- Today, buyers have greater opportunities than they have had in years.
  - Houses are staying on the market longer, creating a wider variety of choice for home shoppers.
  - Mortgage interest rates are still very affordable and remain near historic lows.
  - A wide range of financing options is available for consumers in all price ranges.
  - The economy is solid and job creation is strong – which bodes well for future house price appreciation.

### **Timing the Market is a Game You Can't Win**

- All of the market fundamentals show that now is a good time to buy a home. Potential home buyers who try to “time the market” in hopes of buying at the trough are likely to lose out.
- Just as no one can accurately predict the peaks and valleys of the stock market, the same holds true for housing.
- Fence-sitters waiting for the absolute best deal could end up literally waiting for years, and most likely their guess on market timing would be wrong. Meanwhile, those who buy now will reap the gains of home price appreciation.

### **Advantages of Homeownership**

- Consumers who take advantage of this excellent buying climate to purchase a home will find that it is the best investment they ever made.
- Buying a home is the largest investment most families will ever make and homeownership is the single largest creator of wealth for Americans.
- It allows families to build financial security as the equity in their home increases.

- As homeowners repay their mortgages, their debt declines, while overall wealth and equity in the home grows.
- Although local housing markets periodically adjust according to overall economic conditions, over the long term real estate has consistently appreciated.
- For first-time homebuyers, entering the market now starts you on the road to home price appreciation. And the profit from selling a “starter” house will enable buyers with growing families to afford a bigger home in the future.

### **Building Equity for the Future**

- As your property appreciates, you build up equity in the home, increasing your household wealth.
- And interest payments on home equity loans are fully deductible up to \$100,000.
- By comparison, consumers who carry credit card balances cannot deduct the interest and can pay rates as high as 20 percent, more than double a typical home equity line of credit.