

“How’s the Local Market?”

Residential properties only

These statistics present a one week snapshot of April 30 to May 6, 2010.

Active listings on 5/6/10	821
New to the Market	44
Sale Pendings	43
Closed	59

Average Conventional Interest Rate: 4.875% 30 Years-0 Points APR 5.065%
 Average FHA Interest Rate: 5% 30 Years-0 Points APR 5.762%
 *tied to your credit score

Question: What does it mean to receive “multiple offers?”

Answer: What? **Multiple offers?** In THIS market? **Yes!** Multiple offers ARE happening even in this market! Central PA Real Estate

“Mr. & Mrs. Homeowner, we are receiving multiple offers on your home!” Imagine receiving *that* call! What a surprise! What joy! It’s like receiving a surprise gift!



Now before all you homeowners run out and put your home on the market expecting multiple offers... think again! The good news is that there *are* multiple offers. The bad news is that *not all* sellers are receiving multiple offers.

So what’s the difference? How is it, then, that some sellers are receiving multiple offers and some are not? And as a buyer, how can I position myself to make an offer in a multiple offer situation?

As a seller, pricing is key. If a property is priced at or slightly below market value, there’s a good chance there could be multiple offers. The buyers are out there. And the buyers are educated. Therefore, if a property is priced right, the buyers will come and take a look!



Some homeowners don’t want to price their home below market value. However, the realities are that you might very well sell for more than it’s listed for if you can generate enough interest to create that buzz and create that excitement where there’s a flurry of activity and there is a multiple offer situation. Having competing buyers is a much better problem to have than to be over priced and sitting on the market too long which could result in the need to under sell later (but that’s for another discussion).

In our market, there are more multiple offer situations in the \$250,000 and under price range. Although, it still can happen in the upper price range homes. Again, pricing is key.

The Centre County market is doing quite well. We are slightly down in the average sale price compared to last year. However, we are up in number of units sold. We do have some short sales and foreclosures, but compared to the rest of the country, our number of those are lower. Being a college town, we are very fortunate to have a pretty stable economy.

As a buyer, how does a buyer proceed in light of the news that there will be multiple offers presented to the seller? The buyer should sit down with their Buyer Agent and discuss comparable properties and outline a good strategy for writing an offer. With the news that there are multiple offers, and if this is indeed the right home for the buyer (which should be discussed with your Buyer Agent), buyers need to put their best foot forward. Most often the seller will be presented with all the offers and they will pick one. Therefore, the buyer needs to bring his or her highest and best offer.

A seller being presented with multiple offers can look at all the offers and just pick one. Or the seller can choose one to counter offer. The seller can not counter offer back to all the offers simultaneously. If they choose to counter any of the offers, they can only counter offer to one of the offers.

Being part of a nationwide network of top real estate agents, I have had the unique opportunity to talk personally with several knowledgeable real estate professionals across the country. What I’ve found is that other markets, too, are experiencing multiple offers!

Isn’t it nice to know that from coast to coast, there really *are* homes receiving multiple offers! Whether buying or selling, talk to a Kissinger Bigatel & Brower real estate professional today to discuss your next best step!



Next week’s question: Square Footage? We want to hear from you!

Call a KBB REALTOR if you would like a copy of the statistics “KBB Knows the Numbers!”