



FRESH TURKEY, STALE TURKEY

Have you noticed “For Sale” signs on homes across the area that have been there so long they seem to be permanent fixtures? Or signs that are so weather worn or leaning so far over that you wonder if anyone is taking care of the home any longer?

We see them – and we shudder when we do. Our professional database, the Northwest Multiple Listing Service, provides a rich repository of information regarding real estate sales activity. However some of the best information is not readily available even to real estate professionals unless we go digging for it. Ironically, I like it that way, because there are few agents willing to mine the information that has helped to propel us to the success that we have

enjoyed for the last several years, and especially this year.

We have long known that there is a huge “stagnant pond” of homes for sale in the current real estate market, and we use this knowledge to great advantage. The homes that you have seen with the seemingly permanent “For Sale” signs are a part of that stagnant pond.

What is this “stagnant pond” of homes for sale? The stagnant pond is made up of homes that have been actively listed for sale for months, many with no price adjustment. We have found that anytime a listing ages beyond 100 days on the market, the buyers are making a strong statement: “We are not interested.” We

WE WOULD LIKE TO
EXTEND A BIG THANK
YOU TO THOSE OF YOU
THAT HAVE REFERRED
FRIENDS & FAMILY

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FRESH TURKEY, STALE TURKEY (CONTINUED)

consider a home to be part of a somewhat stagnant pond if they have been on the market for 100 days or more, and very definitely a part of the stagnant pond if they have been on the market for 200 days or more.

The numbers are staggering. The chart that accompanies this article is a snapshot of all of the homes that were currently "Active" in the eastside market on November 17, 2011.

- Fully 53% of the listings had been on the market for more than 100 days.
- 25% of the total number of listings had been on the market for more than 200 days.
- The oldest listing found had been on the market for 2,047 days (5 years, 7 months, 10 days).
- 255 homes had been on the market for more than 365 days (1 year).

The next piece of statistical information that I found very revealing was regarding how long many of these homes had been on the market without any price reduction.

Of those homes that have been on the market for 200 days or more, 38% have had no price reduction in at least 100 days, and another 20% have had no price reduction in 200 days or more.

When we look at the homes that have been on the market at least 100 days (but less than 200), we find a similar pattern, in that 25% of these have not had a price reduction in 100 days or more.

How does this information help us to help you - our client? The real estate market has undergone huge changes over

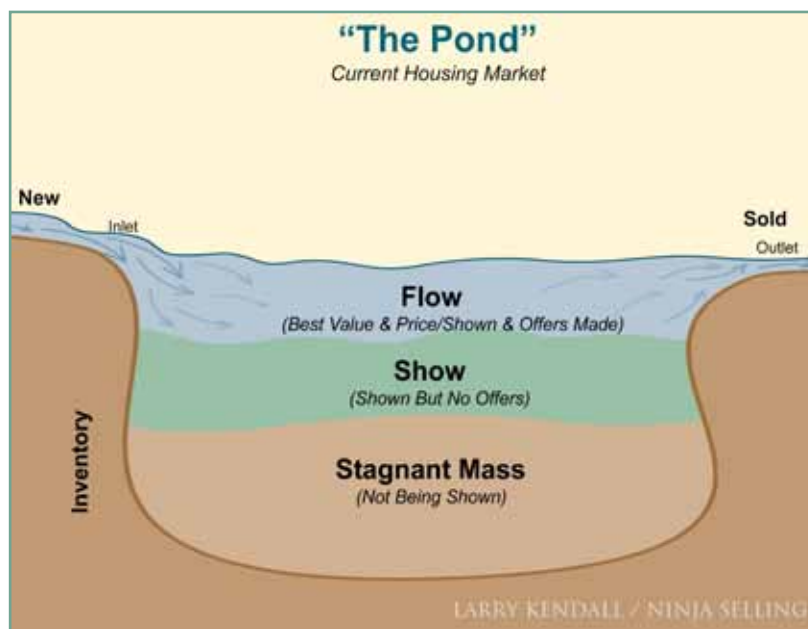
the years and one of the most significant changes is how properties are marketed for sale. Years ago agents put new pages into their listing books on a daily basis and held open houses. Today, everything is done via the internet. Our modern day buyers have tons of information at their disposal, and they have the savvy to pull it all together.

By the time a buyer (and his/her agent) has found your newly listed home, they have already found and evaluated as many as 20 - 30 (sometimes many more) homes already on the market and have decided that none are a fit. When we list your home, we enter a ready pool of highly qualified buyers who are ready to pounce as soon as your listing hits the market.

Properly prepared, perfectly presented, and accurately priced, your home should sell quickly. Homes that do are like the fresh water that enters the pond then quickly travels through to its destiny. Homes that have been on the market for considerable time are those (stale turkeys) that settle into the stagnant pond, and soon become

a non-factor in the truly competitive market place of real estate.

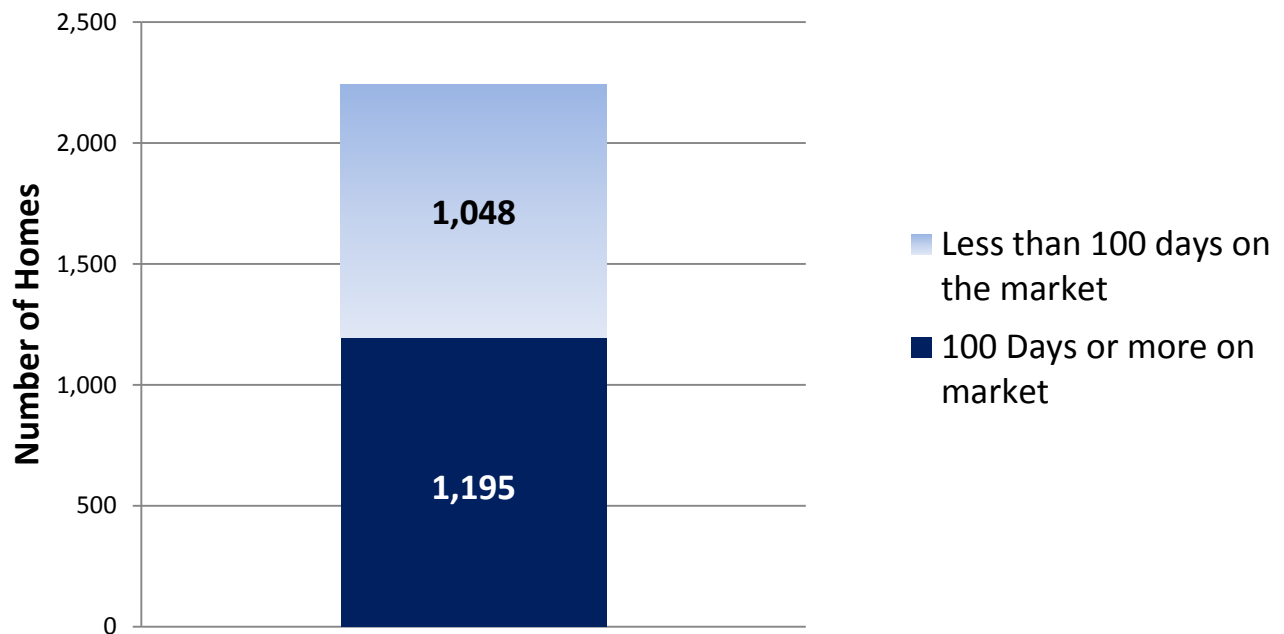
We have experienced a number of quick sales this year (7 - 20 days on the market) and we credit this success to a keen understanding of the market, much diligence in preparation and presentation, and many hours of research on the pricing. The fresh turkey is always the most valuable, and it's best when it is quickly enjoyed.



Bill



Fresh Vs Stagnant Inventory Currently Active Homes on the Eastside November 17, 2011



OUR LISTINGS ARE SELLING! WE NEED MORE TO SELL!

VIEW THESE AND MORE ON OUR WEBSITE AT WWW.BADGLEYHOMES.COM



SOLD

432 Overlake Drive E
Medina WA 98039
\$2,400,000
MLS #289177



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Hills

12522 SE 48th Place
Bellevue WA 98006
\$485,000
MLS #282694



Sold
2 offers

9246 NE 25th ST
Clyde Hill WA 98004
\$1,050,000
MLS #213965



SOLD

8614 134th Ct NE
Redmond WA 98052
\$389,950
MLS #261446



SOLD

204 173rd Place NE
Bellevue WA 98008
\$675,000
MLS #251992



SOLD

2433 274th Ave NE
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\$560,000
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