

BRANDING IRON REALTY

Real Estate Market Roundup

June 2017



Travis Pugh, President/Broker
REALTOR®, ABR®, SRS

Tiffany Pugh, VP/REALTOR®

Branding Iron Realty
114 N. Washington, Suite B
Kaufman, TX 75142

972-971-4929
TPugh@BrandingIronRealty.com

www.BrandingIronRealty.com



Do You Know How Much Equity You Have in Your Home?

CoreLogic's latest Equity Report revealed that 91,000 properties regained equity in the first quarter of 2017. This is great news for the country, as 48.2 million of all mortgaged properties are now in a positive equity situation.

Price Appreciation = Good News for Homeowners

Frank Nothaft, CoreLogic's Chief Economist, explains: "One million borrowers achieved positive equity over the last year, which means risk continues to steadily decline as a result of increasing home prices."

Frank Martell, President and CEO of CoreLogic, believes this is a great sign for the market in 2017 as well, as he had this to say: "Homeowner equity increased by \$766 billion over the last year, the largest increase since Q2 2014. The rising cushion of home equity is one of the main drivers of improved mortgage performance. Since home equity is the largest source of homeowner wealth, the increase in home equity also supports consumer balance sheets, spending and the broader economy."

According to the Fannie Mae's Home Purchase Sentiment Index (HPSI), more homeowners are beginning to realize that they may have more equity than they first thought. "This is only the second time in the survey's history that the net share of those saying it's a good time to sell surpassed the net share of those saying it's a good time to buy."

This means that many Americans with a mortgage now have the opportunity to take advantage of today's seller's market. With a sizeable equity position, many homeowners can easily move into a housing situation that better meets their

78.8% of homeowners have significant equity, more than 20% in their homes today!

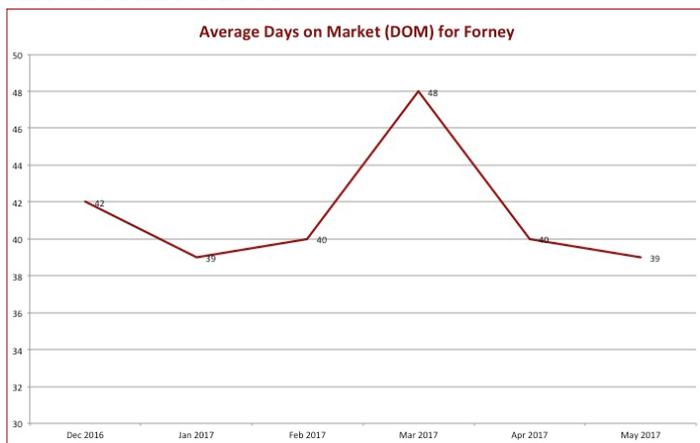
Cont. on page 3

Average Days On Market (DOM)

Average Days on Market (DOM) is the amount of time it takes for a listing to receive an acceptable offer and go under contract. Which basically means how long it took to sell a home.

In a balanced market it typically takes approximately 6 months on the market for a home to sell. Forney remains in a seller's market where it takes less than 1-2 months to sell a home. In fact, over 53% of the properties that were listed in Forney in May, are under contract or already SOLD!

The chart below that shows the change in DOM since December 2016.



Ask the Agent:

How Important Is Staging to Sell?

Whether or not to stage is top of mind for sellers these days. There really isn't a consensus on whether staging your home for sale will increase the amount people will pay for it, but anecdotally it does appear to be the case. Today's buyers have higher expectations, and staging definitely helps.

For example, assume a potential buyer will view your home online; staging your home for photos may make the difference between whether he or she will decide to tour your home—or not. In addition, a well-staged home can impact buyers during that “aha” moment when they decide your home “feels right”—or not.

Professional staging, however, can cost big money. You can declutter and clean your home yourself, but if you think it needs more, ask your real estate agent. He or she has experienced firsthand the impact of staging on selling prices.

The Credit Card Conundrum: It All Comes Down to Habits

Some people make a practice of using different credit cards for different types of purchases and accruing reward points across multiple categories. Others pride themselves on carrying only one or two cards. Which strategy is better?

If you have just one or two credit cards, it's fairly easy to monitor, manage, and control your spending, whereas it's more difficult to keep track (and all too easy to spend too much) when purchases are distributed among various cards.

Plus, juggling due dates can be a nightmare, and late or missing payments often trigger onerous interest and penalty fees and may damage your financial reputation. What's more, if you have a pocket full of credit cards, the credit bureaus may consider you to be overextended and could lower your credit score as a consequence.

Another argument for the minimalist approach is that fewer cards can decrease your exposure to credit card fraud.

On the other hand, one of the primary factors in determining your credit score is the number of credit cards you have. If you carry only one or two cards, credit-scoring bureaus may decide they don't have sufficient information to assess your creditworthiness, and no credit or an incomplete credit history can be just as damaging as bad credit.

There is no one-size-fits-all solution for everyone's wallet. It's dependent on your spending and payment habits. But one thing is sure: credit card debt is expensive.

It's wise to be thoughtful about the plastic money you carry around.

Quick Quiz

Each month we give you a new question. Just email us at TPugh@BrandingIronRealty.com or call 972-971-4929 for the answer.

What is the main reason indoor plants die?

Thanks for All Your Referrals!

We succeed when people like you refer us to your friends, neighbors and loved ones. It's the best kind of feedback we can receive. So thank you for continuing to pass this newsletter on to people you care about.

How to Lower your Cable Bill

More and more people are cutting the cord and going without television service, but for many—especially those who watch a lot of live programming— cable is still a necessity. Cable and satellite companies love to sign customers to a two-year contract, but will dramatically raise your bill when a promotional period ends after one year. Suddenly, you're paying \$50 or more per month for the same services.

Here's how to get (and keep) the best deals on television service.

Know what's in store: Cable and satellite companies seemingly make it impossible to go online to downgrade your services, cancel service, or choose a new bundle. Even online chat support gives the cable company the upper hand. Picking up the phone and negotiating remains the best way to get the lowest price for your television service.

Knowledge is power: Before you call, do some research. Understand the terms of your current contract, see which bundles your cable provider is currently offering to new customers, and price out similar service offerings from other companies. You'll be in a better bargaining position if you have the freedom to cancel on your current provider.

Make the call: Make it clear to the support representative that you are calling because your rates have increased and you're considering cancelling if they cannot lower your bill. The support representative will initially try to offer higher-priced bundles or short-term freebies, but don't give up on the negotiation—remember, you already know you can switch to another provider. If the sales representative won't budge, you can even end the call, and try again with a different representative. In most cases, they would rather find a package that works than lose a customer

Cont. from page 1 - Home Equity

current needs (moving to a larger home or downsizing).

Doug Duncan, Senior Vice President and Chief Economist at Fannie Mae spoke out on this issue: *"High home prices have led many consumers to give us the first clear indication we've seen in the National Housing Survey's seven-year history that they think it's now a seller's market. However, we continue to see a lack of housing supply as many potential sellers are unwilling or unable to put their homes on the market..."*

Bottom Line: If you are one of the many Americans who is unsure of how much equity you have built in your home, don't let that be the reason you fail to move on to your dream home in 2017! Just give us a call at 972-971-4929 to arrange an appointment to determine how much your home could sell for in this market.

This newsletter and any information contained herein are intended for general informational purposes only and should not be construed as legal, financial or medical advice. The publisher takes great efforts to ensure the accuracy of information contained in this newsletter. However, we will not be responsible at any time for any errors or omissions or any damages, howsoever caused that result from its use. Seek competent professional advice and/or legal counsel with respect to any matter discussed or published in this newsletter. This newsletter is not intended to solicit properties currently for sale.

Area Events

June 30: Forney Police Safety Day
9 AM to noon at Forney Wal-Mart

July 1: City of Forney Independence Day Celebration at Community Park 6 PM - 10 PM

July 1: Ennis Freedom Fest in Downtown Ennis & TX Motorplex

July 1: Red White and Boom, Parade on Washington St at 9 AM, Twilight party at the Sports Complex at 5 PM

July 1: Heartland Patriotic Picnic at Heartland Park 10 AM - 1 PM

July 1: Thunder Over Cedar Creek Lake

July 1-3: Scurry Freedom Fest in Downtown Scurry

July 4: Terrell Annual July 4th Fireworks Display at Ben Gill Park

July 4: Seagoville July 4th Celebration 5 PM - 11 PM @ Bruce Park

July 8: Christmas in July in Historical Downtown Terrell 10AM - 4PM

July 15: Forney "Hometown Throw-down" Benefiting Jamie Lea Barkham, Noon at Spellman Amphitheater

JUST LISTED in KAUFMAN!

6301 Fm 1388 - Enjoy the quiet country life in this charming, brick home on 4 acres! Location offers easy access to both schools and shopping. Call 972-971-4929 to see it today!



Branding Iron Realty

www.BrandingIronRealty.com • 972-971-4929

FORNEY, TX BRANDING IRON REALTY HOUSING MARKET

131

Home Sales
21% Increase

\$238K

Median Price
16% Increase

1.7

Months of Supply
Favors Sellers

39

Avg Days on Market
5 Day Increase



May 2017

Travis Pugh, Broker
972-971-4929

Based on year-over-year information from the North Texas Real Estate Information Systems, Inc., for May 2017.
Data is deemed reliable, but is not guaranteed accurate by the MLS or NTRREIS

Sweet and Spicy Grilled Pork Tenderloin *Serves 4*

- 1 whole pork tenderloin trimmed of fat (about 1 pound)
- Zest of 1 lemon
- ½ cup lemon juice
- ¼ cup honey
- 2 teaspoons salt
- 3 garlic cloves, crushed
- 1 tablespoon chili powder, or to taste

Combine lemon zest and juice, honey, salt, garlic, and chili powder in a resealable plastic bag. Add pork tenderloin, remove as much air as possible, and seal. Marinate in the refrigerator for at least 6 hours (up to 24 hours). Rotate occasionally.

Remove tenderloin, preheat grill to medium, and discard bag with remaining marinade. Brush grates with vegetable oil, and place tenderloin in center of barbecue. Cover grill. Turn pork every 2 minutes until it reaches an internal temperature of 120 degrees (10-12 minutes). Place on a cutting board. Cover the tenderloin with foil for 8-10 minutes. Slice and serve with lemon wedges and sides of your choice.

Address Your Credit Score before You Start Home-Hunting

Your credit—including ensuring credit reports are correct, knowing your credit score, and acting to improve it—is among the most confusing topics related to personal finance. Yet it's extremely important—particularly if you're planning to buy a house, and especially if you're a first-time buyer. Your credit score is one of the first things a lender will look at when you apply for a mortgage.

To cut through all that confusion, here are five tips you can act on right now to identify and address any problems with your credit:

- Check your credit reports for free once a year through the three credit bureaus: Equifax, Experian, and TransUnion. Why all three? Because the information in each bureau's report can differ. If one or all reports include mistakes, your credit score may be negatively affected, and you may need to address the errors before going house-shopping.

- Be strategic with credit card use: the percentage of your credit limit that you use every month can affect your score. Make sure your balance doesn't come too close to your limit.

- The simplest and most important tip? Pay off your balance each month. To maintain a healthy score, pay it off before the due date. Any-

thing after 30 days post due date can spell very bad news for your score.

- Be consistent: good credit behavior over the long term will keep your score high.

- Don't take on more credit. If you apply for several different credit cards, you're sending a message that you may have maxed out your other accounts.

YOUR LOCAL
MORTGAGE
EXPERT

Hello, I'm Monica!

RMLO | NMLS# 514513
270 E. Tyler St.
Canton, TX 75103

Thinking of purchasing a home?
I can help you take advantage of:

No/Low Down Payments!
Low Fixed Rates
Roll-In Closing Costs*
Low Monthly Mortgage Insurance

I would be honored with the opportunity to help you with the purchase of your next home!

Monica Rucker

THE DAVIDSON GROUP

MonicaRucker@servicefirstmtg.com
MonicaMortgageExpert.com

Call me today!
(903) 500-2224

*Example: \$200,000 sales price at 4.875% 30-yr fixed interest rate (5.135 APR) with a zero-down payment and a PITI payment of approximately \$1658. USDA Loan Program. Products and Rates/APRs subject to change based upon a number of factors, including changing market conditions, credit, roll-in, size of down payment and amount of documentation provided. For qualified borrowers only. Program is based on USDA/Rural housing requirements, available only in eligible areas and has income limits. *USDA guidelines allow the rolling-in of closing costs and prepaids up to the appraised value.