

A Great Time to Buy a Home in Greater Cincinnati



- * **Great Inventory**
- * **Low Interest Rates**
- * **Homeownership Will Always be a Good Investment**

Cincinnati Real Estate—One of the Most Stable

Money Magazine recently published a study that shows Cincinnati is one of six cities where property values are most likely to rise and least likely to decline over the next 12 months. Buying a home today in Greater Cincinnati makes good financial sense. Why? Three key reasons:

1. **Great Inventory — More Choices**

Anyone looking for a home today will find a tremendous selection—nearly 16,000 properties are listed in the Cincinnati



MLS. Whether you're looking for a starter home, a high-end custom home or something in between, you'll find just the home you're looking for.

2. **Low Interest Rates — More Buying Power**

Mortgage rates determine how much you can afford. With the current low rates, you have significantly more buying power. How low are rates today? Those who bought a home in 1963 were paying roughly the same rate as you'll pay today. The rates won't stay this low forever. Buying a home now can save you thousands of dollars in interest.



3. **Homeownership Will Always be a Good Investment**

Even if you are on the fence for now, that's OK. There will be plenty of opportunities to buy a home when you're ready.

Homeownership is a vital engine in the American economy. It creates strong communities and builds wealth for families who buy homes.



Homeownership won't go out of style. Home owners are invested in our communities. They are the joiners, fixer-uppers, and watchdogs that make our nation strong. Nine out of 10 consumers consider home ownership to be a sound financial decision. Purchasing a home is a great way to invest your money. In the past 40 years, real estate has delivered the most consistent positive return over any investment. When you are buying a home, you are building equity and adding to your assets.

First Time Buyer or Moving Up - *The Time is Right!*

If you're a first-time buyer, you have an advantage in today's market because your bargaining power is greater than ever before. If you already own a home and are looking to move up, it's a great time for you, too. You may have to settle for a slightly lower sale price on your current home, but you'll likely make up for it on the next home you buy.