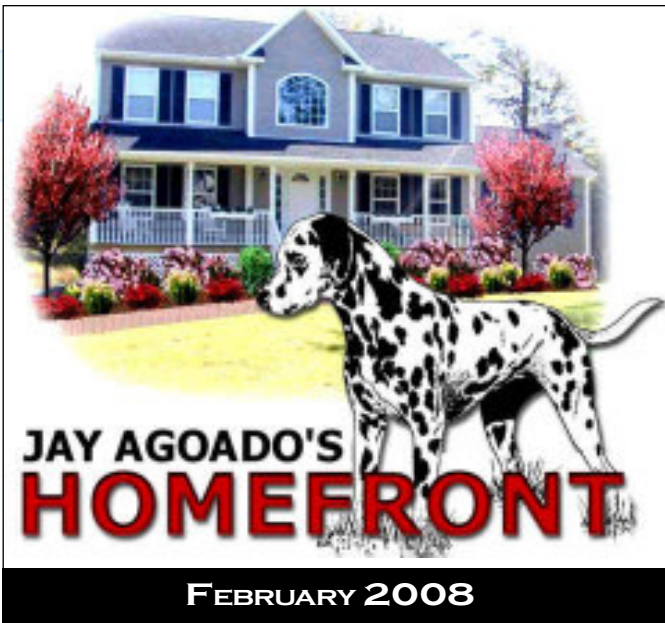



Happy New Year!



What a year 2007 became. It started off extremely strong with multiple offers and a shortage of inventory. However, by the time Summer hit, things started to cool off. Once we hit the winter months our market really slowed down and it seemed as though Buyers were focusing their attention on homes with a perceived value. Perceived value could mean a lower price per square foot or seller concessions. Beautiful homes



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in great neighborhoods, that were priced correctly, still took a while to sell because Buyers were caught up in the national press, which was NOT indicative of our market. Our market is slow/flat, but is not experiencing anything like the rest of the country. One reason for this is that we did not have as many real estate investors/speculators during the recent real estate boom. Many of those investors were hit hard during the subprime mortgage crisis which has been a major factor in the slowdown. As I have said many times this year, if a home is staged well, priced at or slightly below market value, Sellers will have the best chance of getting their home sold in the shortest period of time.

Buyers, there is no better time than now to purchase a home! Interest rates have fallen and are at or near where they were before the subprime crisis. With inventory up, you have a great opportunity to negotiate on a home versus what you've gone through the past five years. During that time, you were paying at or above the listing price, possibly having to purchase a home without an inspection and/or financing contingency, and basically giving in to the Seller. Even if the interest rates are slightly above where you want, you should be able to make up for it in a lower negotiated sales price and/or in Seller concessions. Why wait???

Jay M. Agoado



Do Judge A Book By Its Cover *The Appeal of the Outside of Your Home*

When it comes to home sales, one commonly overlooked renovation is the exterior. Many sellers spend thousands to put in a new bathroom or kitchen, only to neglect the outside of their home. Like it or not, your home is judged by its cover.

When browsing the MLS (Multiple Listing Service), the main tool of real estate agents, people may often skip over a home that is picture perfect on the inside because the exterior photo (the most common one on the MLS) shows a dirty or plain-looking exterior. The seller can't believe that their new porcelain tub and center kitchen countertop isn't drawing people in. The problem is that to get them inside, you have to look good on the outside.

Real estate agents themselves, shopping for their clients, will often skip certain listings after scanning past their drab photos. They may even know about the spectacular interior renovations, but also know it's going to be a hard sell to certain clients because of the first impression of the photograph.

Before listing your home with an agent, you may want to consider some exterior improvements. They aren't as costly as you may think. For example, one of the most under-appreciated, simplest, and highest return-on-investment renovations is an exterior siding replacement.

continued on back...

justthefacts						
NWMLS Statistics for King, Pierce, & Snohomish counties						
Month of December 2007						
Residential						
	Closed Sales		Median Sale Price		% Increase	Market
	2007	2006	2007	2006	in Sale Price	Time
King	1340	1901	\$ 435,000	\$ 439,970	-1.13%	72
Pierce	617	1006	\$ 277,000	\$ 275,000	0.73%	102
Snohomish	570	950	\$ 358,833	\$ 360,250	-0.39%	89
Condo						
	Closed Sales		Median Sale Price		% Increase	Market
	2007	2006	2007	2006	in Sale Price	Time
King	515	687	\$ 290,000	\$ 269,950	7.43%	69
Pierce	64	114	\$ 207,725	\$ 218,250	-4.82%	103
Snohomish	112	178	\$ 230,475	\$ 217,225	6.10%	78

Do Judge A Book By Its Cover *The Appeal of the Outside of Your Home*

According to the 2007 Remodeling vs Cost Value Report published by NAHB, this is by far one of the most affordable (and profit-boosting!) remodeling projects you can do. With a good siding replacement, you can recoup a minimum of 88% of the cost.

How about landscaping? You'd be surprised at how much a simple landscaping job can make the difference between a sale and a no-sale.

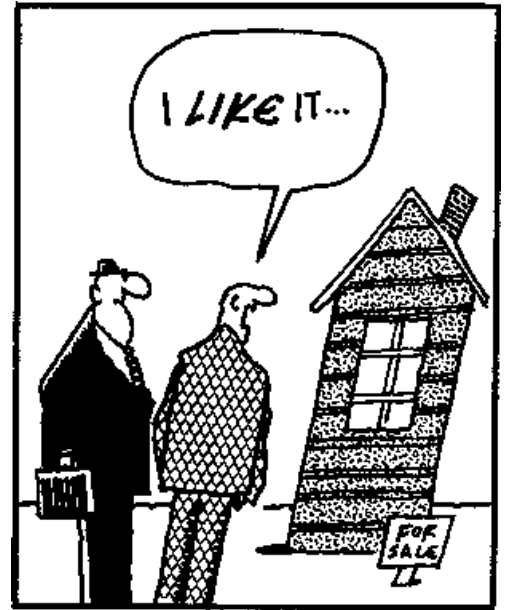
How about a wood deck replacement? Now there's an improvement that comes in at over 80% in recoupable costs. Window replacement comes in at a whopping 85%!

Exterior improvements are also far less intrusive on your lifestyle. You can have them done quickly-without constricting the way you live for a potentially long period of time. In today's market, curb appeal is essential. If you're even thinking of selling, you're going to have to spruce up the cover of your "book".

For some information on homes that have sold in your area lately-all with a minimum of exterior renovations-just give me a call at (425) 260-0715 or drop me an e-mail at jay@jayagoado.net.

I can help you decide what renovations would be best for your particular home-and if any are even needed at all! Please allow me the opportunity to be your

personal one-stop real estate advisor. No strings. No hard sell.



Fed Says Economy Lost Momentum

The economy lost momentum heading into the new year as shoppers tightened their belts and manufacturers were stung by weak demand for cars and housing-related goods.

The Federal Reserve's new snapshot of business conditions around the country, released Wednesday, suggested that the strains from a persistent housing slump and harder-to-get credit are affecting the behavior of individuals and businesses alike -- making them more cautious.

The report comes as a recent string of economic indicators -- ranging from a plunge in retail sales to a big jump in the unemployment rate -- stokes worries that the country is heading for its first recession since 2001.

The Fed report said the economy in fact grew during the survey period -- from the middle of

November through December -- "but at a slower pace" than the previous survey taken during the late fall. Credit problems intensified in December as did troubles in the housing market. That threw Wall Street into a fresh bout of turbulence.

Federal Reserve Chairman Ben Bernanke, in a major speech last week, pledged to aggressively cut a key interest rate to prevent all these problems from plunging the economy into a recession. Many economists now predict the Fed will lower rates by a bold half-percentage point at the end of a two-day meeting on Jan. 30. The Fed started cutting rates in September, the first time in four years; it lowered rates three times last year. However, some critics on Wall Street and elsewhere criticized Bernanke for not taking action sooner and more forcefully.

Bernanke made clear last week that the chances of the economy seriously weakening was the biggest danger, and he sought to send a reassuring message to Wall Street and Main Street that the Fed will do all it can to bolster economic activity.

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