



FOR IMMEDIATE RELEASE

February 13, 2007

Real Estate Plateau Not a Matter for Worry

California-Based Broker/Owner Offers the Key for Success in Any Market

Encino, CA, February 13, 2007 – One year ago, selling homes was an effortless task for Michael Trust. The Broker/Owner of Encino-based Michael Trust Realty benefited, like other Realtors®, from the celebrated housing boom. Without enough existing homes for sale, condominium conversions and housing developments soared to keep pace with a hungry market – a trend industry analysts considered as proof of a growing economy. Murmurings of plateau began to haunt the market and soon, the real estate market began to stabilize.

“This plateau is minimal in some areas and more dramatic in others. No matter the area, buyers are finding that there is far more inventory on the market. They have more choices and more negotiating power,” states Trust. The Realtor®, who is popular with his clients for his market intelligence, uses trend data to empower homebuyers and sellers for an evolving marketplace. “It is not hopeless for sellers so long as they are well informed about the trends and the realities of this normalized market,” he adds.

Affordability, according to the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.), is a chief concern of homebuyers – especially first-time homebuyers. A recent report released by the organization cites first-time homebuyer shares are “...declining to their second lowest level from 30.5 percent in 2005 to 27.1 percent in 2006.” Interest rates also play a significant role in the calm down. From 2002 to mid-2005, interest rates fell and lingered around attractive levels. “By contrast, when the fixed-rate moved past 6 percent in late 2005, it remained there. Expectations adjusted and anticipated further rate increases, contributing to the slowdown in sales in late 2005 and into 2006,” states C.A.R. Vice President and Chief Economist Leslie Appleton-Young.

The subsequent slowdown produced an environment where, according to C.A.R. President Colleen Badagliacco, “...buyers sensed that they would get a better deal if they waited, while sellers still hoped to sell their home at a premium.” Trust stresses that while the market has become a more stable, it does not necessarily translate into “fire sale” prices. Buyers may have more negotiating power, but sellers are not giving away their properties. Trust believes well priced, well maintained, well marketed, and easy to show homes will still sell. “People buy and sell in all markets. When you are educated and have the right Realtor® as your partner, a successful real estate transaction is within reach.”

About Michael Trust

Michael Trust is a California-based Realtor® and Broker/Owner of Michael Trust Realty. With over 15 years of prior corporate management experience in Fortune 500 type organizations, he brings a broader business and financial perspective to his clients and to the real estate industry. His participation in respected local and national real estate organizations afford him unsurpassed insight into an ever-changing market place.

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