



In the Loop Realty Newsletter

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Amerival

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HELP IS AROUND THE CORNER.....

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WHERE TO FIND

HELP– It is literally around the corner. Now is the time for all professional organizations, clubs, etc. to begin a serious *member help program*. You know what is said about four letter words....”don’t dare use them!” Well, *help* is a four letter word and it’s a good one that should be used more often. Many hard working people, professionals, support staff, etc. are falling on difficult financial times due to the economic conditions the U.S. is facing. Recession now being heard more often, further decline in housing is being uttered more often than usual, no end in sight for rising gas prices, etc. Stop reading. Look up and think of the impacts the economic conditions are having on you and your family. I doubt anyone or any family is not being negatively impacted.

Ongoing are the vast number of foreclosures throughout the U. S. in which the property owners never even attempted to contact the lender to ask for “help”. Thus, they simply

walked away from their homes with heads hung low, believing they are failures and having to face their spouses and kids and explain why Mom and / or Dad couldn’t make payments to keep their home. First, we need to stop looking at the housing crisis as pure economics. Think of those people who are forced out of their homes facing their families and friends and having to admit they “failed”. Think of the kids who may be forced to change schools mid semester and explain to their friends whom they may be denied contact and support for whatever period of time. Pulled from the class play or sports. Not being able to afford the prom or worse, having to put off going to or back to college. It’s time we humanized the housing crisis.

Ask for help. From what appears to be insignificant to the dreaded foreclosure, you may only need to ask for help to provide relief from your problem.

Many of us belong to professional organizations which have guided and

helped us with business problems. Well, helping each other is another problem and often there are members who are qualified to provide sage advice and assistance. So, here are some steps organizations can take to assist members and their families and friends:

1. *Employee Search-Committee* - For those members who need employees and for those who have family members and friends who are seeking positions, this committee can bring them together. Members can advise the committee of those who need employees and those who are looking for a position. Hopefully, a match can be made. It’s much better to have a candidate for employment who comes with a recommendation that can be trusted.
2. *Increase Business Program* - Some members of your group may be able to provide advice and /

2. or assistance in helping a member develop a larger client base.
3. *Helping Hand Program* Difficult and challenging times often create personal problems for which experts in child psychology, marriage counseling , financial dilemmas and psychiatric assistance may well prove to be very helpful. If your group has these type professionals, this program could be well worth the cost of membership.
4. *A Committee of One* – then there is always **YOU**. Now’s the time to become creative. Now is not the time to scale back advertising and marketing. It is the time to increase it and be positive about the outcomes.

CON’T

Courtesy of

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OFHEO HOUSE PRICE INDEX HISTORY FOR USA
Seasonally-Adjusted Price Change Measured in Purchase-Only Index



This advice actually came from Robert C. Novy, Esq., one of the most successful attorney's I know and who is a marketing guru to which much of his success is attributed.

OFHEO STATISTICS- The above chart reflects the seasonally adjusted price change quarterly from January 1992 through 1st Qtr. 2008.

The decline between the 4th Qtr. 2007 and the 1st Qtr. 2008 is 1.7 % lower. This exceeded the drop of 1.4 % between the 3rd Qtr. And 4th Qtr. 2007 which until the 1st Qtr. 2008 drop was the lowest in U.S. history. The annual drop between January 2007 and January 2008 was the lowest in of the 17 year history of the purchase only index.

Again, let's not allow paranoia set in. This is overall throughout the U.S. The dramatically hit states are California, Florida, Nevada and Colorado. Now, California is devastated but San Francisco actually experienced a 2.5% appreciation. This

gives credence to what I've been saying for several months; the statistics provided are broad based and have a tendency to scare the reading public. Much of New Jersey is not experiencing dramatic downtrends and high foreclosure rates. Yes, they are happening and in each town but not to the devastating degree as that which is occurring in other states. So don't let paranoia set in.

The housing crisis is magnified by the economics of the U. S. If housing was the only problem faced by Americans today, the downtrend would already be over and the uptick on its way. If one can separate housing from unemployment, deficit U. S. spending, skyrocketing gas prices, etc., the public can revitalize housing. The multiple impacts from other segments of the economy are dramatically exaggerating the housing dilemma. The American public can't throw in the towel and we can't rely on our government. So let's become creative....now!

UNEMPLOYMENT- On June 6th the May unemployment figures were released. The unemployment rate went up from 5.0% to 5.5% in May. Yes, it's a dramatic increase. Since the beginning of the year, the U. S. has lost 324,000 jobs. 49,000 were lost in May alone.

ON THE LIGHTER SIDE-

Ann Landers once said there are two things one should never do in bed; point and laugh.

A psychiatrist asked his patient who was having relationship problems, "Henry, do you believe there's anything wrong with kissing a lot of people?" The patient said, "Hell no, it got me out of the Army."

IN ERROR OR IN INTENT?-

The NJ Association of REALTORS had reported a 3% increase in home sales for the 1st Qtr. Of 2008. The National Assoc. of REALTORS, checked the numbers and found there was actually a 30% decline. *Mistake?*

HAVE A GREAT WEEK!!!