



# The Home Finance Watch

A publication for our mortgage brokers

**Trivia:** Around the turn of the century (1900) the Southern Pacific Railroad Company encouraged travel on its trains by advertising Santa Cruz as a land of "perpetual sunshine" and where it would take "small means to make a home".

**Real Estate:** The median home price in Santa Cruz County hit its all time high of \$790,000 in May. The previous high was \$789,500 in November, 2005. Our median price is lower than Marin, San Francisco and San Mateo counties. We are clearly the best buy on the central coast.

**Sales Corner:** While we all would like to discover new ideas to help us close more transactions, that is not the panacea. The solution lies in just doing the basics well. What basics should YOU be doing but are not?

**Hot Tips: 2-1 Buydown : A great alternative when rates have increased.**

It is a 30 year fixed loan that allows your borrower to have discounted payments for the first 2 years. This loan is ideal for first time homebuyers. It's great for the borrower who wants the stability of a fixed rate but does not want the risk of an adjustable loan. Home buyers can ask sellers to pay the buydown fee. Call us for details.



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Call or email your scenario and let us source your deal, price it, approve it, doc it and fund it! We are your local mortgage bankers.

