

Hi Folks.

I just read again where *real estate is a local market*; meaning region by region & location by location sales activities are directly correlated to more of an immediate set of circumstances versus the aggregate national news we all endure everyday. **For what ever reason our office has had a stellar January!**

Plenty of buyers circling the inventory, some cash around; mortgages are tough to come by for anyone who has even a small blip on their credit; thank goodness we have a cavy of hardworking knowledgeable loan originators under wing.

Auction World, a trade paper, recently published an article about the Federal Reserve using the auction process to infuse liquidity into the banking industry because, “Banks didn’t want to overtly purchase the funds they needed for fear that it would carry a stigma that would raise doubts among investors about the soundness of the institutions using the Feds discount window.” The auction process allowed them the appearance of “competing” for but not whole heartedly “needing” money. *Liquidity is becoming a huge deal.*

The Rapid Results Sales & Listing Program is working! My team continues to perfect and enhance the functionality of this keen marketing strategy.

With that said, always remember and never forget, *Land is the basis to all wealth!* Properly managed it provides solid lifetime benefits. That is what we do; wring the worth out of every opportunity.

God Bless

Rico

