

They Were Wrong

1969

"The goal of owning a home seems to be getting beyond the reach of more and more Americans. The typical new house today costs about \$28,000."
- BUSINESS WEEK

1969

"The media price of a home today is approaching \$50,000. Housing experts predict price rises in the future won't be that great."
- NATIONAL BUSINESS

1985

"The golden age of risk free run-ups in home prices is gone."
- MONEY MAGAZINE

1996

Defense cuts had triggered steep home declines...
"A home is where the bad investment is."
- SAN FRANCISCO EXAMINER

California Existing Single Family Home*

Annual Average Sales Price

1985	\$119,860
1995	\$178,160
2000	\$241,350
2001	\$253,350
2002	\$391,600
2003	\$316,130
2004	\$371,520
2005	\$450,990
2006	\$556,640

*Source: Gary Watts,
www.impactre.com

Perspective. Use it or lose it.

In the three years following the last statement, **California home prices rose 19.7%**, wiping out the losses of the early 90's and ending the next decade with a net gain of 9.35%.

The media continues to play up bad economic news, including real problems in the lending marketplace. The truth is, **a home remains the most enduring investment most of us will ever make.**

That's because the return goes so very far beyond financial rewards. To own a home is to **make a priceless investment in our lives** - and a confident affirmation about our future.

We've noticed that real estate professionals at the top of their game are actually energized by challenging market cycles. It's an exciting opportunity to show their clients just what they can do.

Teaming up with an agent like that is no challenge at all.

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