



BUYER URGENCY

1. ABLE

- Available Cash
- Credit-Worthiness

2. READY

- Personal Reasons

3. WILLING

- Market Expectations

FIGURE 46 A buyer's ability, readiness, and willingness to buy are all directly impacted by a shift. However, of all these factors, readiness (the practical motivations and personal reasons for moving) tend to be the most "shift-proof."