



TRADING UP: THE OPPORTUNITY TO GET MORE HOME FOR LESS MONEY

Falling home prices are a great opportunity for a savvy homeowner looking to move up. Even though your home price may be lower, the smaller loss at sale will be compensated by greater savings at purchase, resulting in a significant net gain.

If home prices dropped by 5%, here's what it could look like if you decided to trade up.



HOME PRICE: \$200,000
Sell at \$190,000 = \$10,000 Loss



HOME PRICE: \$400,000
Buy at \$380,000 = \$20,000 Savings

A BUYERS' MARKET IS A TRADING UP MARKET!