



SPOTTING OPPORTUNITY IN TODAY'S MARKET

Why trading up makes sense

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**

The smaller loss at sale will be compensated by greater savings at purchase, resulting in a **significant net gain**.

A BUYER'S MARKET IS A TRADING UP MARKET!