

THE WHY AND HOW OF WHAT VS. WHERE!

You've probably heard that the three most important features of any property are location, location and location! It's been a cliché since the dawn of the real estate industry, and with good reason.

A realty company recently commissioned a survey that found when buyers begin looking for a home, the single most important feature is the neighborhood. Not the type or size of home, but its location.

As a matter of fact, nearly three quarters of those surveyed reported they would happily sacrifice their notion of a "dream home" to be able to live in their dream neighborhood.

This makes complete sense, because the home must offer close proximity to work, service businesses, schools, recreation, dining, entertainment, and so on. You don't move into a home so much as you move into a community.

The five most desirable traits buyers look for are 1. neighborhood safety, 2. good schools, 3. the home's "feel," 4. the home's size, and 5. a short commute.

That's why your home search might take days or even weeks. It's easy to find a home, but more complex to find a place to live. Save time and footwork by asking a local agent to put you in touch with an agent in the area to which you'd like to move. You'll be glad that you went straight to the source!

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