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With over 45 years in the central Ohio area
 "We Know the Market"

Real Estate Markets Are Local

What you hear in the news may not apply to those of us in central Ohio. Consult the experts at SellingColumbus.com to get relevant information on your home, the competition, buying, selling, and things you can do to make your home more attractive to buyers. In making our forecast we look at local data on housing statistics, supply and demand, employment figures, and other information.

We are now hosting [the Realty Resource Radio show](#) where we talk about local issues affecting real estate, how to maximize your real estate investment, and talk with companies who are the Best in the Business at repair, upgrade, and remodeling homes.

2014 Central Ohio Housing Statistics

	Original Price	List Price	Sale Price	CDOM	Price Chg	% Price Chg
■ Average	\$314,065	\$189,663	\$184,181	93	\$-12,911	-7.79%
■ Median	\$159,900	\$157,900	\$153,000	41	\$-9,000	-5.27%
■ Low	--	\$603	\$155	-268	\$-900,000	-50%
■ High	\$3,100,154,000	\$3,700,000	\$3,700,000	3,159	\$194,800	120%
	26,812 w/Orig. Pr.	26,774	26,810 sold	26,808		



CDOM is the Continuous Days On Market

A Look at the Numbers (Facts, Facts, Facts)

2014 home sales followed just behind 2013 which was the second highest sales year on record. 2014 makes the third consecutive year of home values rising at a good rate. In 2012 we saw a 6.6% rise in home values. In 2013 saw a 4.9% rise in values. Now in 2014 we had a 5.3% rise in values.

We have not seen a slow year in Central Ohio since 2012 when 1 out of 3 homes was sold by a bank!



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How Much Money Did You Earn?

The Average Home in Central Ohio					
Year	Home Value at Start of Year	Home Value Increase	Home Value at End of Year	1-Year Earned Increase	
2011			\$ 156,428.00		Year Purchased/Owned
2012	\$ 156,428.00	6.60%	\$ 166,752.25	\$ 10,324.25	
2013	\$ 166,752.25	4.90%	\$ 174,923.11	\$ 8,170.86	
2014	\$ 174,923.11	5.30%	\$ 184,194.03	\$ 9,270.92	\$ 27,766.03 3 year Total
2015	\$ 184,194.03	5.00%	\$ 193,403.73	\$ 9,209.70	\$ 36,975.73 4 year Total
Average per month earning \$					770.33

A \$550 a Month Home in Central Ohio*					
Year	Home Value at Start of Year	Home Value Increase	Home Value at End of Year	1-Year Earned Increase	
2011			\$ 75,000.00		Year Purchased/Owned
2012	\$ 75,000.00	6.60%	\$ 79,950.00	\$ 4,950.00	
2013	\$ 79,950.00	4.90%	\$ 83,867.55	\$ 3,917.55	
2014	\$ 83,867.55	5.30%	\$ 88,312.53	\$ 4,444.98	\$ 13,312.53 3 year Total
2015	\$ 88,312.53	5.00%	\$ 92,728.16	\$ 4,415.63	\$ 17,728.16 4 year Total
Average per month earning \$					369.34

* \$75,000 at 3.5% on a 30 year mortgage with Principle, Taxes, and Insurance

Earning Over \$2,400 a Month					
Year	Home Value at Start of Year	Home Value Increase	Home Value at End of Year	1-Year Earned Increase	
2011	\$ 500,000.00		\$ 500,000.00		
2012	\$ 500,000.00	6.60%	\$ 533,000.00	\$ 33,000.00	
2013	\$ 533,000.00	4.90%	\$ 559,117.00	\$ 26,117.00	
2014	\$ 559,117.00	5.30%	\$ 588,750.20	\$ 29,633.20	\$ 88,750.20 3 year Total
2015	\$ 588,750.20	5.00%	\$ 618,187.71	\$ 29,437.51	\$ 118,187.71 4 year Total
Average per month earning \$					2,462.24

Note: Not all homes appreciate the same. This is looking only at averages. Work with The Selling Columbus Team when shopping for a new home, whether existing or one for sale by a builder. We know the market and will work to get you the best opportunity to maximize your home investment so you earn more.



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2014 Central Ohio Housing Statistics

Year	Number of Homes Sold	Average Sold Price	Average Days to Sell (CDOM)
2014	26,812	\$184,181	93
2013	27,098	\$174,933	119
Difference	286	\$9,248	26
% Change	- 1.06%	+ 5.3%	- 21.85%

Statistics are from the Columbus Board of Realtors MLS on 1/1/2015

Central Ohio Unemployment Rates by County

Unemployment rates are down in all of the central Ohio counties. This is a big difference over last year when rates from 2012 to 2013 were practically unchanged. This adds confidence to the market for both Buyer's and Seller's. Buyer's will be confident to take out a loan. Seller's will be confident to make a move into a home that will better fit their needs.

Date	Delaware	Fairfield	Franklin	Licking	Madison	Pickaway	Union
Nov. 2014	3.3	3.8	3.7	4.0	4.0	4.6	3.7
Dec. 2013	4.6	5.6	5.4	5.9	5.8	6.9	4.8
Dec. 2012	4.3	5.7	5.4	5.8	6.0	6.6	5.1

FHA Eases Loan Qualification

The credit score required for an FHA loan is now down to 580. This is good news as we have seen a number of potential Buyer's frustrated by this in the past. FHA also has a 3.5% down payment requirement. However, there are a number of loan programs available in central Ohio which will cover much of your down payment. If you are wondering about down payment options, get in touch with us.



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Home Interest Rates to Remain Low

The Federal Government ended its third phase of quantitative easing (purchasing bonds) which was implemented to help the economy. One effect of the quantitative easing was a lowering of interest rates for 30-year fixed-rate mortgages. The government will still hold onto those bonds and this will keep interest rates low through the first three quarters of 2015.

Rates have been and still are historically low and all other indicators we see are indicating a banner year in the housing market in Central Ohio.

What will the housing market look like in 2015 in Central Ohio?

Again We See Another Busy Year

The SellingColumbus.com team had an incredible year in 2014 and we see no slowing down in 2015. Supply and demand is in effect.

For Buyers

- Expect homes this spring and early summer to again be a competition. That is what happens when there is a small number of homes on the market and a lot of Buyers. This is what happened in 2013, 2014 and we see no signs that anything changed to make it different in 2015.
- We expect to see a record number of home sales in the 1st half of 2015. Energy prices are the lowest they have been in years and this will add to Buyer confidence.
- Home prices will be going up. If you do not have a home to sell, buy early in the year as January and February is the best to buy and get a deal. Sellers are anxious to sell their homes which have been on the market over the winter.

For Sellers

- It will be another Seller's market thanks to supply and demand in action. Home prices will again be on the rise in 2015. We expect to see home values rise in the 6% range in Central Ohio. Home values are back to where they were and higher than they were in 2007 before the downturn. You should not be underwater in your home.
- Your best price will be spring and early summer. This is when you will see Buyers competing and in many cases offering more than asking price in order to beat out other Buyers.
- If your home is priced correctly expect multiple offers in the first half of the year.

Got Land?

Builders can count on another busy year. With the housing market in short supply of existing homes you will see Buyers coming your way.



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