

Top Reasons to Buy Now

It's a buyer's market: Buyers are in the driver's seat and can get a great deal on a new home.

Tax benefits: Uncle Sam knows homeownership benefits the nation and encourages it through the mortgage interest deduction and deductions for state and local property taxes.

Great selection: An ample inventory of existing and new homes means consumers have more choices and can find better bargains.

Interest rates: For most consumers, the bottom line in a home purchase is the monthly mortgage payment. Mortgage interest rates today are near historic lows, helping to make homeownership more affordable.

Equity: Over time, homes appreciate in value, providing a source of funds for education, consumer goods, retirement and more. And if the owner uses a home equity loan, the interest on the loan is tax deductible.

Leveraging: A buyer can purchase a home with a cash down payment that is only a fraction of the total purchase price. However the return is based on the total value of the property. Plus a home actually provides a place to live. No stock or bond can match that.

Amenities: When it comes to special features, the sky's the limit. From gourmet kitchens to mud rooms, luxurious bathroom, home theaters and more, if a buyer can dream, a builder can build it.

Energy and resource efficiency: New homes are increasingly energy-efficient and are constructed with resource conserving materials and techniques to save consumers money, protect the environment and conserve valuable resources.

More space: Today's new homes are more spacious and well designed than ever before to accommodate pets, hobbies and the changing demographics of American households.

(from Sales & Marketing Ideas, David Pressly NAHB President)