

### 3 Keys to Making a Deal in Today's Real Estate Market

If you or your friends are planning to buy or sell a home, then it's useful to keep your eye on the 3 things that can affect your real estate deal in 2023:

**First, interest rates for buying.** You probably know rates have been going up the last few months. But did you know there are ways to keep your rate lower than what you see in the news? You can buy the rate down, increase your credit score, and put more money down. All of these will have an impact on what interest rate lender decides to offer you.

**Next, seller concessions.** No one likes to give away money! But seller concessions can help a buyer and the cost may be lower than dropping your price. For instance, instead of dropping the price by \$18,000.00, a seller can offer to pay \$12,000.00 in a interest rate buy-down, which can benefit the buyer more than lower price.

**Third, strong negotiation skills are a must!** In yesterday's market, deals were made in minutes, with very little negotiation. Today, knowing how to negotiate and stand firm at the right time are critical factors in making deals. Fortunately, you have me in your corner to negotiate firmly on your behalf. Call me at 310. 922.0515 to start your 2023 home purchase or sale.

