



Troublesome Headlines vs. The Real Story

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The Atlantic Coast Connection: Long & Foster Real Estate

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Confidence Factor vs. The Market

Recently Sold

- 17 S Street NW
- 1125 11th St. NW #503
- 2716 Ordway St. NW #1
- 3883 Conn. Ave NW #219
- 1413 T Street NW #206
- 1225 13th Street NW #102

Under Contract

- 1807 H Street NE
- 929 Florida Avenue NW #506
- 3510 16th St. NW #301
- 3510 16th St. NW #303
- 1458 Columbia Rd NW #405
- 1390 Kenyon St. NW #616
- 1300 13th St. NW #707

NEW LISTING!



4 BR/2.5 BA in beautiful North Potomac for \$719,999. Gorgeous outside deck for entertaining, unfinished basement ready to suit personal tastes, kept in impeccable condition by original owner, open kitchen, and great step-down family room with wood-burning fireplace. Bright Natural Lighting, Beautiful Natural Hardwoods, & unbeatable school districts! View virtual tour @ www.rachelvalentino.com



All real estate is local. How local? Extremely. Day in and day out, the media is reporting one story when the reality is that the local story is much different. Buyers are sometimes reluctant when they should be taking advantage of excellent timing. At the end of the day, while the local market fundamentals are extremely strong, the media has created a confidence factor that has become a huge problem.

#1) WHERE ARE THE JOBS? 50,000 jobs have been added in the DC Metro area over the past 12 months and there's no signs of slowing down. These are high paying jobs, and with only a 3% unemployment rate (compared to 4.5% nationally, DC Metro is a tight labor market. That's the demand side, but what about supply? There's no doubt that inventory is higher today than it has been since the '90s, but what the press is not saying is that properties are still selling! Yes, it's taking longer, and yes, there are more seller concessions. But existing home sales are actually higher in the District than they were last year:

Existing Home Sales (YTD through 6/07 vs. 2006)

WDC: +0.3% National: -11.4% Montgomery County: -15.5%

#2) LOCAL STATISTICS. Sometimes, even within a county, there are completely different tales. Look at these Existing Home Sales (YTD through 6/07 vs. 2006)

Bethesda, 20814: +3.7% vs. Damascus, 20872: -28.6%

#3) WHERE'S THE FEATURE STORY? There are lots of reasons why the truth of the market isn't making headlines.

- **It's too specific.** Regional and national media cover regional and national trends. Even in local media, there is no distinction between DC, MD and VA, let alone neighborhoods.
- **It's too confusing.** Who really has the patience to read through and comprehend the tedious details of these statistics? It's all about sound bites baby! That's what makes good headlines.
- **Extremes sell.** Have you ever heard the media report shades of gray? Everything is easier, cleaner and more convincing in black and white.

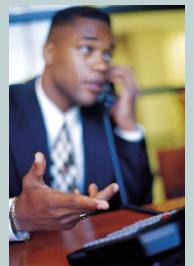
If you want to talk one-on-one about a specific area and certain segment, let's grab a coffee and talk it through. I'll give you the real scoop.

Hope. Desire. Expect. Accomplish. — Rachel

Quick Tip with Rachel's Tax Guru

So you now own your first home. Congrats!!! But buying a home can have a profound and positive impact on your tax returns. There are many items that will be a tax deduction for you in the coming year. **Here's a few you won't want to miss: Mortgage Interest, Paid Real estate taxes, Any points/loan origination fees paid at closing. You may also be entitled to deduct PMI (mortgage insurance) on your loan depending on when you bought your home.**

If you are buying a home in DC and your income is below a certain threshold you could be entitled to a large Federal tax credit as well for the year in which you buy your home. Being a home owner has many advantages from a tax perspective and you should make sure you are getting the benefit of all of them. Missing a deduction is costly so make sure you consult a tax advisor to make the most of all of the deductions to which you are entitled as a new homeowner. For more information or to set up a free consult to discuss your tax situation, please feel free to contact Mike Fine, Director of Operations for Tax-Masters, Inc. 301-230-0200 ext. 319 or mike@tax-masters.com. *Voted DC's Best Business Person of the Year TWO YEARS IN A ROW for '06 & '07 by the Washington Blade!





Organization

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Mailing Address Line 1

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TAG LINE GOES HERE.



Back Page Story Headline



Caption describing picture or graphic.

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a

good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month,

or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.

