

Greetings to all,

Like all of you, here at Woodland Development & Realty we are in unprecedented times. There really is nothing to compare to the challenges the COVID-19 pandemic has created. In the world of realty, this is not like the 2008 U.S. housing bubble and the financial meltdown. This pandemic is worldwide and affects everyone. Yet life goes on and we adapt and change and make room for how we can continue to serve the needs of Northern Wisconsin's buyers and sellers of real estate. We can't predict what will happen in the housing market—to valuations of real estate or current pricing of real estate—but we know that housing needs, second homes, recreational property and waterfront land are a constant in our lives. In good times and bad, we want you to know we can continue to offer you tailored and personal service. Here are some useful tips.

- If you have not been pre-qualified or pre-approved with a local lender, now is the time. You will put yourself in a proactive position to negotiate and position yourself ahead of buyers who have not been approved. We have a list of preferred lenders who are ready, willing and able to help you. [Click here](#) for lender list.
- Rates are at historic lows; now is the time to take advantage of locking into rates that may not be available in six to twelve months from now. Conditions are favorable for you to leverage your buying power.

- Inventory of homes is low in most price ranges, making your search a little more challenging. Chances are more homes will come on the market, but now is the time to step up your search.
- You are likely sheltering in place at home and have more time to do online searching. Align yourself with a real estate agent now; don't wait. Our sales associates and agents know the community and remain your best resource available. Use your time at home to your advantage.
- Put your agent to work; real estate is considered an essential service. Your agent is able to reasonably travel within the community and can conduct live virtual tours or video properties for you to view in the comfort of your home. Your agent can secure details you cannot get online. [Click here](#) to connect with any Woodland sale agent.
- Streamline your wish list or, as I call it, the criteria list for the home you wish to purchase. Examine all the factors that will help you and your agent drill down; it will save you time and keep you on top of the market. Here is a list to assist you that is applicable to both on or off-water properties.
Price range; Type of cabin/home style preferred (Chalet, One-Level, Multi-Level); Lake Type and size; Recreation Preference (fishing, swimming, skiing, kayaking, etc.); Location (radius of Hayward); Lot size; Elevation (flat, low, medium, high); Amount of square footage in home (range);

Number of bedrooms (minimum); Number of bathrooms (minimum); Basement needed (Y/N).

- Adjust your expectations and be prepared to be patient in your search. Once you find the right home be prepared to be patient with lenders, appraisers, inspectors and title companies. All the service providers are working under radically different conditions. The coronavirus may prolong the process; blame it, not people. Be flexible and understanding.

In spite of the ways the world has changed in just a couple of months, real estate is alive and well. People are still buying and selling and that will not change. We are here to ensure your needs are met under any circumstances and we have experience in how to operate with flexibility and resiliency.

Gary Nathan, Broker

Woodland Developments & Realty