

## **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:

### **TO LIST OR NOT TO LIST: NOW MAY BE THE RIGHT TIME**

- As in all times of dramatic changes, remember stability in your own personal life is important. Don't get caught up in market hysteria. Your home is a real asset at all times, whether you stay in it or sell it. Those rules don't change, so don't panic. Whether your home is already listed for sale or you are considering listing it for sale, there are experts here to assist you and walk you through it.
- If you are preparing to list your property, select a good and compatible agent who understands your situation. Our agents and sales associates at Woodland are ready to help you with all the steps necessary to position your property with our tailored marketing plan. [Click here](#) to connect with any Woodland sales agents.

- Today there are compelling reasons for listing your property. Here are some of them.

- + Interest rates are at historic lows for buyers.*

- + Inventory of homes for sale in most price ranges are at historic lows; therefore, there is less competition.*

- + Buyers are online searching for opportunities; there is a growing demand to buy.*

- + You won't know when a new buyer enters the market that would be the perfect fit for your home unless you have an agent and a listing.*

## **MY PROPERTY IS LISTED, WHAT NOW?**

- If your home is listed for sale, stay the course. If you have already listed, review your plan for the future and where you are going. Make sure you discuss strategy with your agent—call, email or text your agent today.

- Be open and flexible to the market; be ready to make adjustments. You can't control the market. A good friend of mine has said this many times, "Make your plan, work your plan and be ready to adjust your plan."

- Know that we make a concerted effort to present your property in the most positive manner. We use numerous photos, video, drone photography and professional, creative text to capture a buyer's attention. In addition, we are very detail oriented. If you are concerned about having your home shown please understand that we not only adhere to all the current Federal, State and Local orders

but we have developed protocols for visiting homes for when we do photos, video and data gathering.

## **THE FUTURE: WHAT WE ARE DOING AND WHAT YOU CAN DO**

- Woodland Developments & Realty puts safety and security at the top of our priorities, so at this time we have some newly developed options for showing your home or cabin. We are offering live virtual tours via technology like Skype, Zoom and numerous Google options.
- If you want to move ahead and list your home and property, you should do so with optimism but also be prepared to be patient during the process. 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. Just remember that everyone needs to live somewhere; perhaps there has never been a time in which a home has been so important...a shelter in the storm.

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**