

IAR Broker Sentiment Survey

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Question of the Month

What strategies do you see your best agent teams employing?

"Getting to know your local banks well to see if they will cooperate with short sales. Experience and relationships for this activity are key."

"Staging and pricing are extremely important. There is so much inventory competing, the home has to stand out from the competition."

"Constant communication with referral base. 'New' business is almost impossible to secure."

"Help and advice to sellers, a lot are trying to wait it out."

"Strong prospecting, knowledge of current market."

"Give the consumer the raw information even if it hurts."

"Prospecting for first-time homebuyers or seniors with equity positions."

"Hard work. Back to basics."

"Only work with qualified clients."

"Remind the sellers/buyers that the best time to sell/buy is before the incentive program expires."



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Some expectation for improvement in single-family market

In January 2010, a random sample of Illinois managing brokers responded to the IAR Sentiment Survey. They were asked to assess the existing and future real estate market conditions in their local areas as well as traffic conditions for buyers and sellers.

Single-Family Market: Most ranked this market "fair" (42.1%) or "poor" (42.1%), and just 11.6% "average" with some expectation for improvement in the next six months (10.5% very good, 21.1% average, 40.8% fair, 27.6% poor).

Condo Market: Most (67.1%) rated this poor with expectation for improvement in the next six months rated poor (51.3%), fair (31.6%).

New Home Market: 71.2% said current conditions are poor.

Rental Market: Current conditions rated average by 25.7%, fair 47.3%, and poor 20.3%.

Commercial Market: Most in the survey rated current conditions poor (68.1%) or fair (15.3%); next six months, fair (19.2%), poor (60.3%).

Traffic for Sellers

Strong	11.7%
Moderate	37.7%
Weak	49.4%
N/A	1.2%

Traffic for Buyers

Strong	9.1%
Moderate	39.0%
Weak	50.6%
N/A	1.3%

Comments from Sentiment Survey Respondents:

- "Jobs are still the #1 problem and security of the job market is limited."
- "We need to get through the glut of inventory and that will not improve until consumer confidence and unemployment improve. The \$8,000 tax credit will create a false sense of market recovery in the short term."
- "Lack of commercial financing and retail activity has limited commercial transactions to almost exclusively leasing."
- Move-up buyer activity constrained by lending guidelines and economic uncertainty. Higher rates and restrictions on condominiums have all but killed this market segment."
- "Sellers still want or need way too much for their properties, both residential and commercial. Only motivated buyers are those with an immediate need."
- "I am hoping our increase will expand into the next six months. There is a slight (very slight) bump in commercial building currently. Hopefully this will span some additional commercial projects in our area."
- "The market is poor because of the over-supply. Yes, some homes are moving but they need to show great and be priced aggressively. It is not a balanced market."

The IAR Sentiment Survey is conducted by the Illinois Association of REALTORS® to gain insight into the housing markets now and in the future. Respondents are managing brokers in real estate offices throughout the state. This survey is an indicator of the housing market based on their responses to a survey conducted in January 2010.