



TOTAL WELLBEING EXPO

Virtual Event

Buying a Home in Today's Market

Fonville Morisey Realty & Relocation Services



SMARTMOVE®

Make Money When You Move



Your SMARTMOVE Team



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A LONG & FOSTER COMPANY

RELOCATION SERVICES

We take your business personally.

Presentation *Topics*



WHAT IS SMARTMOVE AND
WHAT ARE THE BENEFITS TO
YOU?



WHAT'S HAPPENING IN THE
TRIANGLE REAL ESTATE
MARKET?




PREPARING TO BUY YOUR
HOME

Question - Chat Response

31% of all homebuyers are purchasing a home for the first time.*



ListReports® 

*Source: NAR Profile of Home Buyers and Sellers



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What is SMARTMOVE®?

A premier financial wellness benefit offered to faculty and staff of the University of North Carolina – Chapel Hill.

SMARTMOVE is a nationwide real estate program which offers cash rebates to YOU every time you buy or sell real estate through the program.

OVERVIEW



Registration Process

UNC.SMARTMOVE.com



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Who's Eligible

Program Services

Financial Rewards

Enroll Now

KIDS & PETS

SMARTMOVE
— REAL ESTATE REBATE PROGRAM —

An employee benefit program offering financial rewards and “Best in Class” service.

Enroll Now >

I am moving. Tell me about my rewards. >



Earn Cash

Get cash rebates when you buy or sell real estate.



Research Communities

Explore and compare cities and towns.



Sell a Home

Get your home on the market with our Personal Home Seller.



Financing

Learn more about the mortgage process and getting pre-approved.

Calculate my Rebate



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Who's Eligible

Program Services

Financial Rewards

Enroll Now

KIDS & PETS

Financial Rewards | Real Estate Cash Rebate

Home Purchase/Sale Cash Rebate

By using UNCMoves.com SMARTMOVE®, you earn cash rebates every time you buy or sell real estate.

Refer to the chart on the right to calculate your estimated rebate.

This program is available to members nationwide, although rebates are prohibited in some states: [Non-Rebate States](#)

Important: In order to receive your benefit you must enroll with the program PRIOR to contacting a Real Estate Agent. Please refer to [Who's Eligible](#) for more information.

*Homesale listing rebate is based upon a minimum real estate commission of 6%. If less than 6%, your rebate will be reduced pro-rata and will be less than shown in the chart.

*In some cases rebates on new construction purchases may be different than published.

Your Cash Rebate can be calculated using the following:

$$(\text{Sales Price}) \times (\text{Buy/Sell Commission \%}) \times 20\% = \text{Cash Rebate}$$

Use the form below to calculate your Cash Rebate:

Calculate Your Real Estate Cash Rebate

Sales price of the property:

Buy/Sell commission percentage: %

Your Cash Rebate would be: **\$2400.00**

Rebates may not be used as a down payment and is subject to lender and seller approval.

Enroll Now



Example of *Benefits & Savings*

Based on a \$400,000 Home Purchase & 3% Commission

Home purchase benefit \$2,400

Prosperity Mortgage rebate \$ 750

Total benefits & savings = \$3,150



Buying a
Home

In today's Market



4 Reasons to Own a Home



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Buy a Home...

**BUILD the
Foundation
for YOUR
WEALTH**

One of the many reasons to buy a home is that it's a **major way to build wealth and gain financial stability**.

It's a great time to consider if buying a home makes sense for you. The best way to figure that out is to talk with a trusted real estate professional.

The Largest Part of Most Homeowners' Net Worth Is Their Equity:

You may be surprised to learn just how much of a homeowner's net worth actually comes from owning their home. Housing wealth (home equity or net worth) gains are built up through price appreciation and by paying off the mortgage."



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Triangle Population

The Triangle area has experienced an average population growth of about 1.7% per year and has remained relatively steady over the years. This number means that this area will add approximately 36,000 residents per year or 700 people per week.



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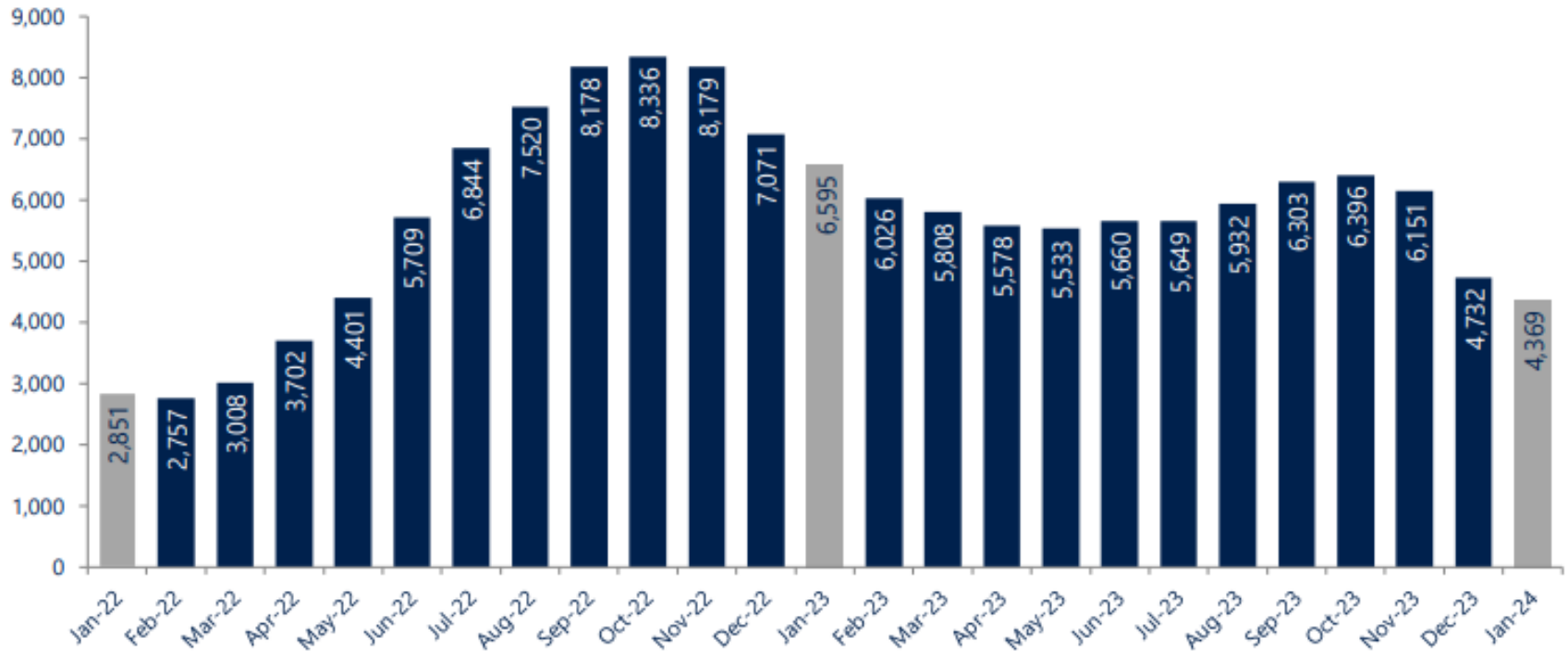
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Triangle REAL ESTATE MARKET

The Triangle, NC Area - January 2024

Total Active Inventory



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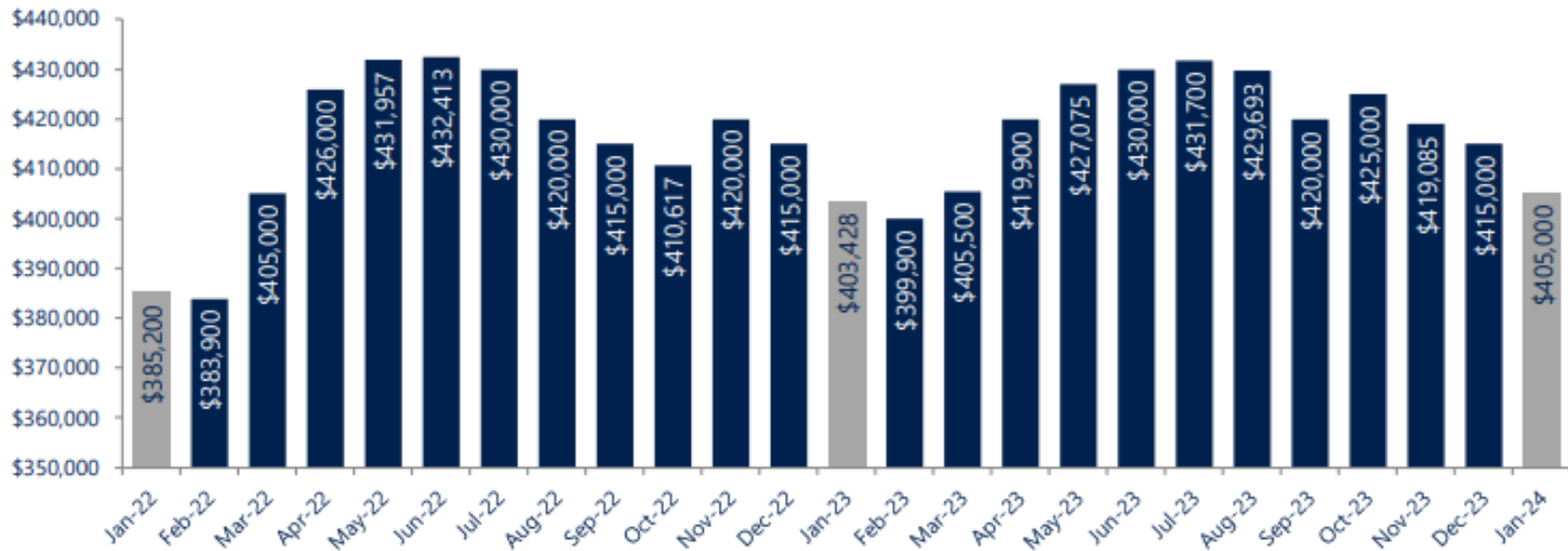
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Triangle REAL ESTATE MARKET

The Triangle, NC Area - January 2024

Median Sales Price



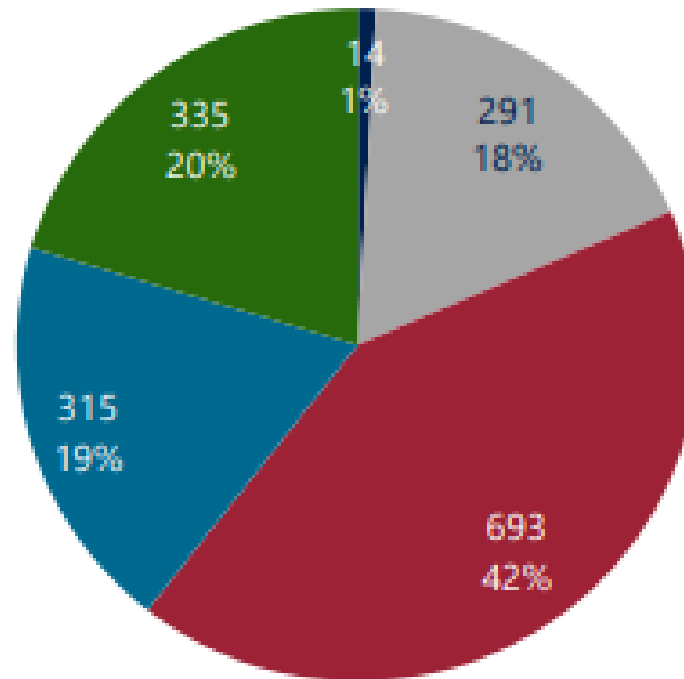
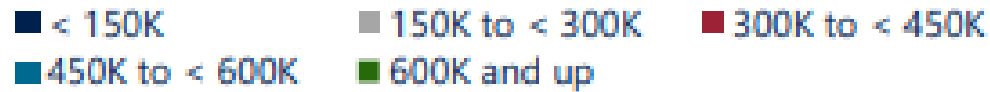
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Triangle REAL ESTATE MARKET

Total Units Sold by Price Range Current Month



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Local Market Update – January 2024

A RESEARCH TOOL PROVIDED BY TRIANGLE MLS



Entire Triangle Region

+ 17.2%

Change in
New Listings
All Properties

- 4.9%

Change in
Closed Sales
All Properties

- 1.1%

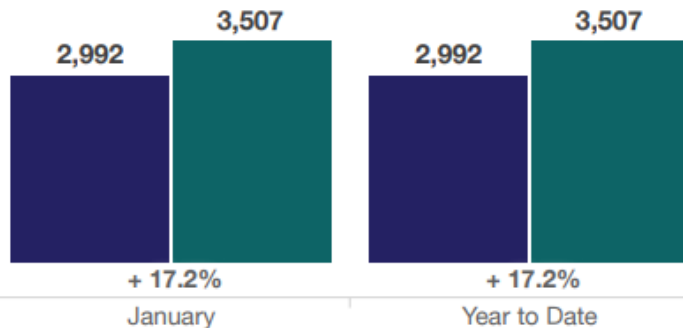
Change in
Median Sales Price
All Properties.

Key Metrics	January			Year to Date		
	2023	2024	% Change	Thru 1-2023	Thru 1-2024	% Change
New Listings	2,992	3,507	+ 17.2%	2,992	3,507	+ 17.2%
Closed Sales	1,994	1,896	- 4.9%	1,994	1,896	- 4.9%
Median Sales Price*	\$385,150	\$381,000	- 1.1%	\$385,150	\$381,000	- 1.1%
Average Sales Price*	\$449,520	\$453,865	+ 1.0%	\$449,520	\$453,865	+ 1.0%
Total Dollar Volume (in millions)*	\$899	\$860	- 4.3%	\$899	\$860	- 4.3%
Percent of Original List Price Received*	94.7%	96.7%	+ 2.1%	94.7%	96.7%	+ 2.1%
Percent of List Price Received*	97.8%	98.4%	+ 0.6%	97.8%	98.4%	+ 0.6%
Days on Market Until Sale	56	52	- 7.1%	56	52	- 7.1%
Housing Affordability Index	84	78	- 7.1%	84	78	- 7.1%
Inventory of Homes for Sale	7,430	5,506	- 25.9%	—	—	—
Months Supply of Homes for Sale	2.3	1.9	- 17.4%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

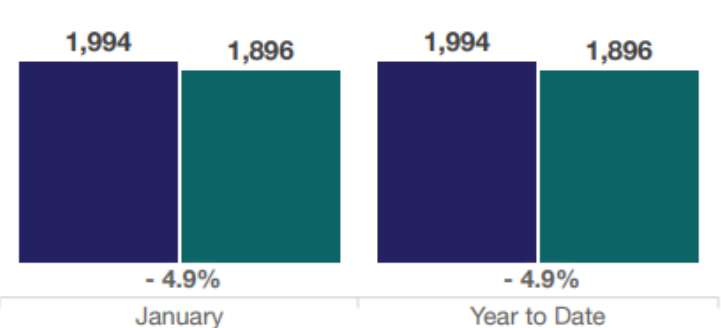
New Listings

■ 2023 ■ 2024



Closed Sales

■ 2023 ■ 2024



Inventory Shortage



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STARTER HOME TIP

Pick a home
with your future
in mind



House hunting is like dating

the one that got away.



the rebound.



the fixer upper.



the first love.



The One!



the charmer.



First Things First

During our initial consultation, we gather useful information to help guide your search.

Why are you moving?

What type of property are you looking for?

When would you like to move?

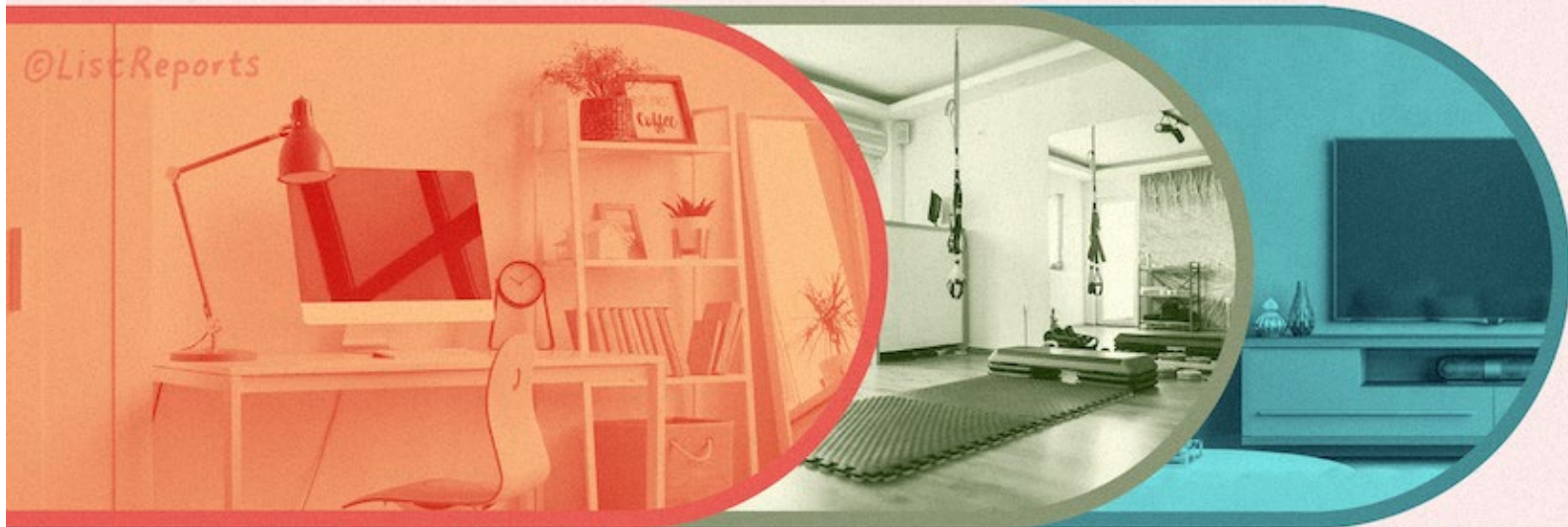
Where are you moving?

When was the last time you moved?

What do you expect from a real estate agent?



Which "bonus" room would you love to have in your home?



OFFICE SPACE

HOME GYM

MEDIA ROOM

New *Construction* MARKET

- This builder's deposit is often 3% of the total selling price.
- Down payment assistance for first time buyers, up to \$15,000
- Receive up to \$10,000 in paid closing costs
- Receive up to 3% paid closing costs+ plus a free move-in package including a washer, dryer, refrigerator, and blinds



Automated Searching with *Real Scout*

Email Alerts Client Profile Recent Activity Client Details

Email Activity

Deliver Date	Open Date	Activity	Information
2:16PM Feb 29 2024	2:16PM Feb 29 2024	Opened by ridewoodr@gmail...	"Price Reduced for 5220 Woodtrent Drive"
2:16PM Feb 29 2024	--	Delivered to ridewoodr@gmail...	"Price Reduced for 5220 Woodtrent Drive"
7:01AM Feb 29 2024	11:47AM Feb 29 2024	Opened by ridewoodr@gmail...	"A Garner listing at \$594K and 3 more listings"
7:01AM Feb 29 2024	7:01AM Feb 29 2024	Opened by ridewoodr@gmail...	"A Garner listing at \$594K and 3 more listings"
7:01AM Feb 29 2024	--	Delivered to ridewoodr@gmail...	"A Garner listing at \$594K and 3 more listings"

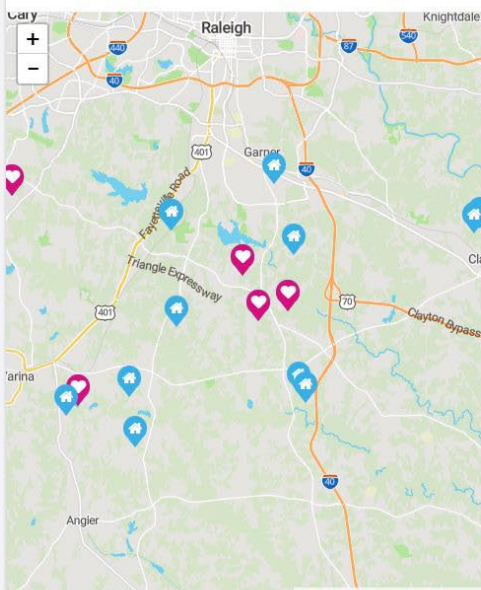
1 2 Next > Last >

Viewed Homes

Download as CSV

Date	City • ZIP • Area	Views	Status • Listing #	List Price	BDS • BTHS
Feb 29 2024, 2:51PM	 183 Glen Clova Drive Garner, 27603 Wake	2	Active 10014103	\$589,490 + \$73 Fees	5 • 4.0
Feb 29 2024, 2:50PM	 187 Glen Clova Drive Garner, 27603 Wake	1	Active 10014100	\$592,690 + \$73 Fees	5 • 4.0
Feb 29 2024, 12:40PM	 5536 Fantasy Moth Drive Garner, 27529 Wake	2	Active 10003713	\$594,000 + \$115 Fees	4 • 3.0

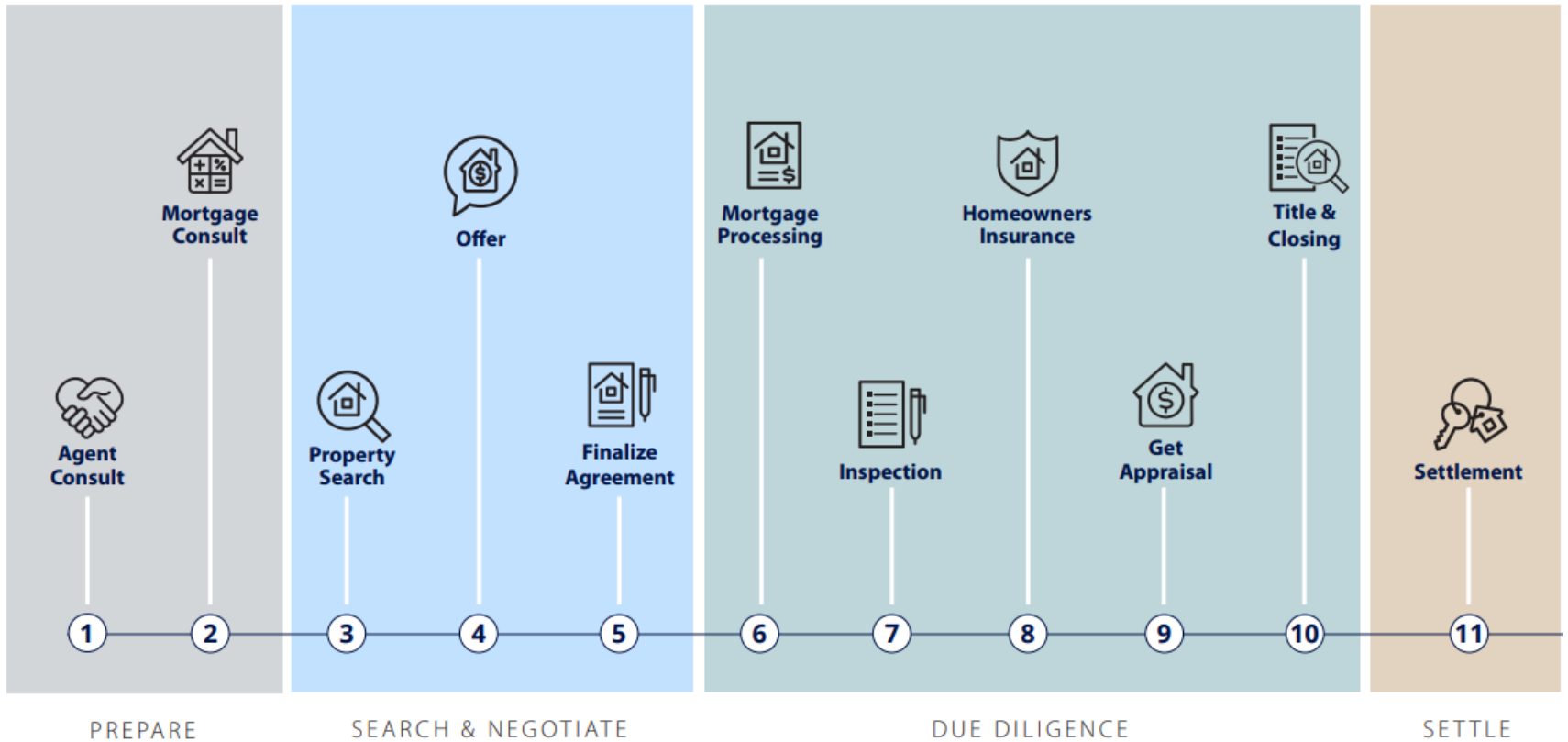
Recently Viewed/Interested



Showing the last 50 Viewed & 25 Interested Homes

 Support

The *Home Buying* Journey



PREPARE

1

Agent Consult



I will be your point person throughout the homebuying journey. It is my role to understand your needs and guide you through what can feel like an overwhelming process. Together, we will work with the FM home buying team to search, find and purchase your dream home.

2

Mortgage Consult



Your Prosperity Home Mortgage consultant will assess your finances, assist with a credit check, and get you pre-approved for a loan. This will give you a clear idea of how much you can afford and strengthen your position as a serious buyer.

SEARCH & NEGOTIATE

3

Property Search



More than just finding homes and opening doors, my role is to listen to you, understand your needs, navigate the market, find suitable properties, and negotiate on your behalf. I will help you understand current market conditions to be ready to make an offer when you find the right home.

4

Offer



We will craft a competitive offer that takes into account the market conditions, comparable sales, and your budget. We will discuss offer terms that meet your needs.

5

Finalize Agreement



Arriving at a final agreement is a process of discussions and negotiations with the seller and their agent. Once your offer is accepted, you'll enter into a purchase agreement that outlines the terms and conditions of the sale. In the end, our goal is to come to an agreement that meets your needs and protects your interests.

DUE DILIGENCE

6

Mortgage Processing



Your Prosperity Home mortgage consultant will provide you with estimated costs to close and secure your financing. The lender will order an appraisal and process the loan through final approval.

7

Inspection



A home inspection is an essential part of this process. It helps you identify any potential problems with the property so that you can identify and/or remedy them prior to making an offer. It also allows you the chance to understand the major systems of the property and how to maintain them in the future.

8

Homeowners Insurance



Your Long & Foster insurance agent will help you secure proper insurance coverage at competitive rates to protect your largest investment - your home - and other assets.

9

Get Appraisal



An appraiser gives an independent opinion of value. The appraisal report documents the value of your new home based on recent sales and trends in the market. If you are getting a mortgage, the lender will hire the appraiser.

10

Title & Closing Preparation



The Attorneys Title team will search the ownership history of the property to ensure the current owner has the right to sell and provide you with title insurance to protect your rights to the property and your lender in the case of a future challenge to ownership rights.

Your settlement attorney coordinates with taxing authorities, property owner associations, mortgage lenders, insurance agents, and more to provide a full accounting of prorations and execute disbursements for the purchase.

SETTLE

11

Settlement



This is an exciting day! We will arrive at this point after meeting all deadlines and completing all home buying tasks together. You will sign the documents to purchase your home and receive the keys to your new home.

Write and Negotiate *Purchase Agreement*

- Real Estate Agents present contract
- Offer can be accepted, rejected or countered
- Price
- Deposit/Earnest Money
- Contingencies
- Personal Property
- Time Frame
- Seller's Subsidy/Closing Cost



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Get an *Inspection*

Although inspections are not required, it is perhaps the best investment a buyer can make.



Don't Play

THE WAITING GAME

“Home prices aren't going to drop any time soon. So, if you're on the fence about whether to buy now or wait for a better deal, buying sooner rather than later might be wise.”

-The Mortgage Reports



Home is where your story begins



@ListReports

Questions and Thank You!



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Thank you for attending!

