

A Major Media Campaign

On October 15, 2007 Washington REALTORS will expose the truth about the strength and stability of the Washington housing market.

We are tired of listening to the doom and gloom of the national media. What is going on in Florida, southern California and other parts of the country does not represent the market in Washington.

Public Relations Campaign

We have already started an extensive public relations campaign, contacting the press with information and FACTS about the Washington market. We are submitting press releases, editorials and true-life stories to the press.

Paid Media Campaign

The National Association of REALTORS will be running a television and radio campaign October 8-26th and again November 5-19th. The NAR message will be *"Now is a good time to buy"* and *"Every market is different."* At the same time Washington REALTORS will be running television and radio ads telling the public how our market is different. Our tag line is *"get the facts, call your REALTOR. Nobody knows Washington real estate like a Washington REALTOR"*

Get The Facts

Get ready to answer the call. Enclosed are quick facts about the market. To get the rest of the story, visit www.warealtor.com/facts

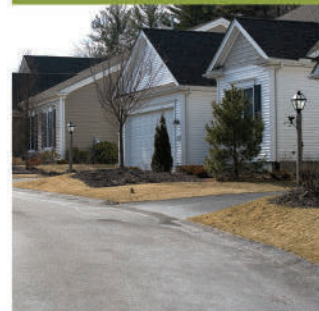


Washington REALTORS
PO Box 719
Olympia, WA 98507

GET



THE



FACTS



STRAIGHT



Washington has a strong vibrant real estate market. Purchasing a home in Washington is an excellent long term investment.

Our Key Message

The Washington real estate market is a stable and responsible marketplace for home buyers.

Facts About Foreclosures

The foreclosure rates today are the same as they were 10 years ago.

Fewer than one percent of mortgages end in default in Washington state.

As of mid-June, sub-prime, adjustable-rate loans represented 20 percent of loans nationally, but just 6 percent of home loans in Washington.

The Market is Strong

Home appreciation in Washington continues to out-perform the rest of the nation with year-to-year price increases every quarter since the spring of 1995.

The Market is Stable

Home prices in Washington have increased an average of 8.1 percent since the same time last year. Many counties, however, have experienced price hikes much higher: Chelan 29.8 percent, Okanogan 24.5 percent; Douglas, 22.2 percent; and Lewis 19.3.

WSU Center for Real Estate Research (CRER)

The demand for median-priced homes has never been greater.

Why Washington Is Different

The home market isn't keeping pace with the growth of the state's population, which is continuing to increase at 1.8 percent per year.

The state's population will increase by nearly one million over the present decade and reach 6.8 million by 2010. About two thirds of the growth is due to in-migration; the rest is a result of the growth of families now living in Washington.

Washington State Office of Financial Management

Not Enough Housing Opportunities

The housing squeeze is forcing some families to take on more debt than they should. Others compensate by accepting longer commutes than they want. Neither is a good solution.

We need to provide a variety of home choices to meet changing market demands.

What About Inventory?

The key to stability in the residential real estate market is balance, where balance is about a six month supply (or inventory) of homes available on the market at any given time.



Some Solutions

Washington REALTORS are working on solutions to increase home choices for Washington families. These include:

- Advancing state legislation that will ensure our communities provide a variety of home choices to accommodate growth.
- Helping our communities adopt policies that increase housing availability and affordability.
- Making better use of the land that is available for homes with cottage housing and accessory dwelling units.
- Using innovative design to enable each acre of land to comfortably accommodate more homes.

Some Help Nationally

The National Association of REALTORS is working on FHA reform. FHA's market share has dwindled because its loan limits, inflexible down payment requirement and fee structure have not kept pace with the current mortgage marketplace. NAR is working with HUD to modernize FHA to enhance its effectiveness.

Who we are

Washington REALTORS represent approximately 170,000 homebuyers and the interests of more than 2 million homeowners throughout the state.

REALTORS' top public policy priority is building communities that have a strong economy, attractive home choices, great schools and parks, safe neighborhoods, and good transportation choices.