



# Contrarian Buying—A Profitable Way To Buy Real Estate

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 Molly Ellis

Associate Broker  
AB, ABR, ASR, CRS, GRI,  
e-PRO, TRC

Business: 360-692-6102  
Seattle: 206-282-5340  
Cell: 360-620-2690  
mol-

  
Windermere  
Windermere Real Estate/West Sound, Inc.

*If you are already working with an agent, this is not meant as a solicitation for that business.*

A contrarian is someone who does the opposite of what everyone else is doing. In real estate, being a contrarian buyer can be your key to finding the perfect real estate deal. It all comes down to market conditions. Buyers that buy in the right market are the ones who make money. There are four types of real estate markets—going up, going down, peaking, and bottoming out.

When it comes to buying, most people have a pack-mentality for each of these markets. They look and see what everyone else is doing—and they follow the crowd. If everyone else is buying, they buy. If everyone else is waiting for the market to improve, then they wait too. What these crowd-followers miss is the fact that the best deals are often found when you become a contrarian buyer—the opposite of what everyone else is doing as they sit on the fence and wait.

Right now most buyers are scared because they don't understand what's going on. They see news reports that want to scare us into believing that the market is bottoming out (which may be true in small pockets of the country), but in reality it's just adjusting itself back to normal from the unhealthy growth of 2004-2005.

Here in the Northwest, the market is in better shape than other areas of the

country. A strong job base, a growing economy, and beautiful scenery keep people moving here. In fact, the State of Washington has appreciated an average of 7.65% every single year for the last 30 years.

These factors combined make right now the very best time—almost ever!—to buy here. With so many people afraid to make a move, the contrarian buyer can find opportunities galore. Throw in incredibly low interest rates and the numbers add up to a bargain.

Need another reason to buy? Motivated sellers are finally realizing they're not going to get the same price as in 2005. They're making deals they wouldn't have even considered a year ago.

Regardless of what anyone has told you, market conditions are weighted solidly in favor of the contrarian buyer who sees that it's time to get off the fence and make an offer. When you're armed with (correct) knowledge, you understand that in real estate timing is everything. And the timing couldn't be better than right now.

Be a contrarian buyer and find a great deal today. Want some stats on specific neighborhoods? I can point you in the direction of some motivated sellers who are desperate to make a deal today. Just call me at (360) 620-2690 or drop me an e-mail at [mollyells@windermere.com](mailto:mollyells@windermere.com).

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