

DeSoto County Talking Points

There Is No National Housing Market –

- Conditions vary greatly from market to market.
- The local economy is still the biggest factor home buyers consider when it comes to where they choose to live – not what they may be hearing about the national home-buying landscape.
- DeSoto County continues to show strong appeal for home buyers, with almost 300 families moving into the community each month.
- There is a healthy inventory of pre-owned and new housing and a wide selection of styles.
- Houses are offered at one of the best values per square foot and at one of the lowest property tax rates in the country.
- The average home sale price in DeSoto County is \$171,000 – a true value when compared to other areas of the U.S.
- There is a quality of life issue that is very appealing to people who are looking to relocate.
- Security of a suburban, family environment.
- Good schools – from elementary to higher education.
- All schools accredited by the Southern Association.
- 1,800 certified teachers in 34 schools with a teacher/pupil ratio of 1:18.
- Student scores exceed state and national averages.
- The county is well served by a stable, unified political atmosphere, allowing for the presentation of a cohesive voice in governmental issues affecting the community.
- School consolidation is a clear example of what such unity can provide.
- DeSoto was the first county in the state to adopt land use controls.
- The county came early to a comprehensive planning approach for the infrastructure system.
- DeSoto County is expanding health care services.
- People appreciate living in a suburban setting with easy access to jobs as well as the recreational, social and entertainment amenities of a large city.

Buyers Have Access to Mortgage Funds

- Financing is just as strong and accessible as ever.
- Lenders are offering a variety of mortgage programs and are eager to work with qualified buyers.
- There are no lenders saying they don't have money to lend, and interest rates are at 40-year lows.

Consumer Outlook toward the Housing Market –

- An overwhelming majority of consumers believe that buying a home in today's housing market remains a good deal.
- Owning a home is still the No. 1 way for most American families to build wealth.
- Historically, real estate values have increased at an average of 6.6 percent per year during the past three decades.
- Investing in a home is not a high-yield, short-term investment. It is long-term, stable investment, with both economic and social benefits.
- Despite all of the news about slumping prices – and realistically a 2 percent slump in housing prices is not like the bottom has fallen out of the market – 2007 is shaping up as a solid year with home prices at near-record highs.
- Home sales for this year make 2007 the third best year on record, on track for more than 5.5 million home sales.

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