



Pennant First Title Agency

www.pennantfirst.com

Spring/Summer 2008

Corporate Headquarters • 1806 Springdale Road • Cherry Hill, NJ 08003 • 877-382-4362 • Fax. 866-350-8880

Serving New Jersey, Pennsylvania, New York, Maryland & Florida

The Real Estate Market... Don't Believe the Hype

Whatever you are doing... Stop... Take a deep breath. Gather yourself and say, "I will not panic." Then take another breath and say, "I will stop listening to The Today Show." Keep repeating those two statements and you will feel a lot better. Now, on with the article.

A little perspective and a "pulling you back" is all that is needed every once in a while, no matter what the situation is. We are all deluged with information from the media and engrossed in our daily lives to really pull ourselves back and look at the bigger picture. With the overall lack of time that we experience with our jobs, kids, homes...it is no wonder that we

are fully taken in with the negativity that is rampant on the morning News shows. But, when you read past the headlines and look at the facts...the New Jersey real estate market is not that bad. Actually, compared to some other States, New Jersey is in a relatively good place. Yes, that two or three bedroom house that was purchased in 2003 for \$250,000 will not be sold for \$500,000...but should it? Even in the rocket-ship rise that the real estate market experienced earlier in this decade, it comes down to basic economics and what the market will bear...a house is no different than any other item in the market.

The bad news is that New Jersey is not a Seller's market right now. The number of days that a house is on the

continued on page 2 ...



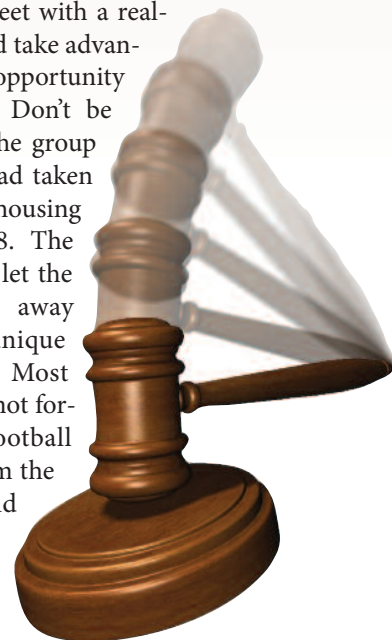
The Time is Right

By Robert A. Wianecki, Esq.

Every so often things just seem to come together. Whether it's an over-achieving football team rising to the occasion to beat a 18-0 powerhouse or stopping in for coffee and making a split second decision to purchase what will soon to be a winning lottery ticket. Sometimes, the elements are all working in your favor.

At this moment, the elements are working in your favor in the New Jersey real estate market. Rarely do we get to experience a combination of low home prices, low interest rates and a large surplus of homes on the market. Recently, Jeffrey Otteau, President of East Brunswick-based Otteau Valuation Group was quoted as saying "We're all likely to look back five years from now and conclude that 2008 was a time when smart buyers took advantage of this unique opportunity by locking in both low prices and low interest rates."

The fact is, the time is right to be a motivated buyer. If you are thinking about purchasing a home, meet with a realtor and a lender and take advantage of the rare opportunity that is upon us. Don't be caught as part of the group that wished they had taken advantage of the housing opportunity of 2008. The time is right, don't let the media scare you away from such a unique opportunity. Most importantly, let us not forget about that football team, the same team the media said could never beat that 18-0 powerhouse from New England. ❖



MEET OUR TEAM

NAME	POSITION
Cosmo Digneo	President
Raymond Curnew, Jr.	Executive Vice President
Chris Rosa	Vice President
Brenda G. Schofield	V.P., Sales & Marketing
Ronald DeSimone, Esq.	Chief Corporate Counsel
Rock Stefan	Title Officer/Operations Manager
Michael Walker	Title Examination / Pre & Post Closing
Pat Sipera	Order Entry, Closings, Policies
Laurie Emenecker	Pre & Post Closings
Marlene Curnew	Cherry Hill Office Coordinator
Nancy Smargiassi	Ocean City Office Coordinator
Mike Starke	South Jersey Account Executive

This newsletter is not meant to be viewed as professional, title, legal, or financial advice. Pennant First and its contributors are not responsible for actions based on these opinions.

Street Beat

By Chris Rosa

“When the market downshifts, we don’t preach patience. We relight the fire.” That quote is so appropriate today, whether you are a realtor or a title representative. We all know that when the market is down, that is the time to get back to the basics.

We must refocus our efforts to market ourselves and our company within our sphere of influence. Visiting our loyal clients and informing them how valued their business is to us is always essential. Always inquire if they are happy with our service, and if they have any suggestions that would benefit their needs to improve our service to them. After all, that is the one and only factor that separates the average title company from the very best.

Secondly, equally as important, is visiting those perspective new clients in your sphere of influence, sharing your marketing materials, your knowledge, your dynamic and energetic personality with them, time after time, until they too become your loyal fans.

Sales is hard and dedicated work, but also extremely rewarding when a job is well done. Remember, consumers realize they need professionals who are committed and knowledgeable. They are less likely to do business with someone just because he or she is a friend or relative. Now...“GET OUT THERE” !!! ❖

What They’re Saying About Pennant First

“Being in the mortgage business and processing loans for many years, you tend to come across numerous title companies throughout the country. Having worked with Pennant First now for over a year, we have learned truly how a title company should operate. The entire office is very easy to work with, ensuring quick turnaround time and efficient closings in all circumstances.”

Justin DeJoseph & Chris Pell, Ultra Mortgage (Mortgage Broker)

“Pennant is my **FIRST** choice for all my **REAL ESTATE** needs and should be yours too. They are **fast, reliable, knowledgeable** and **always** there when you need it.”

Robert Wianecki, Esq. (Real Estate Attorney)

... continued from page 1

market has risen, and prices for homes have come down...which is okay... remember... take a breath. Again, we go back to basics. Staging of a home is back in...should it have ever been out? In a real Seller’s market, you didn’t worry about making sure the home’s lawn was properly cut and the inside was sparkling clean. You didn’t have to do anything except put it on the market. Now, you make sure that everything is perfect before the house is shown...back to basics.

So, why shouldn’t we worry as much as the News is telling us to worry? Well, simply put, New Jersey didn’t have as far to fall as other States did. Other areas of the country experienced up to 50% increases in prices in the past 5 years; New Jersey overall has experienced roughly 25%, per the New Jersey Association of Realtors. The pendulum doesn’t have to swing as far for New Jersey. We are going through a correction... which is okay.

We live in a great area, close to NYC, Philly, the D.C. and the beaches. People are drawn to our State. Further, mortgage rates are phenomenal. So, go ahead, take a breath and again... STOP listening to The Today Show. ❖

PRSRST STD
U.S. POSTAGE
PAID
Marton, NJ
Permit #49

Corporate Headquarters
1806 Springdale Road
Cherry Hill, NJ 08003
877-382-4362
Fax. 866-350-8880