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Experienced, Professional Real Estate Service.



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I wish you Happy Holidays and an extremely safe and prosperous New Year!

The letter I sent out last year mentioned that instead of resolutions, I set both personal and professional goals for myself. The goal for 2010 was to gain more balance in my life: balance between work and play, between clients as buyers and sellers, and balance of my current clients and future business. I feel that I accomplished this in every way. My sales were an even representation of buyers and sellers. I was able to take small trips, enjoy weddings, and spend time with family and friends. Finally, I was able to represent many clients while continuing to build up my network as well as help to support my associate Steve Townley and his business.

While this year has been successful, it came by being able to adjust to the challenges of the market. April 30th marked the day that the Federal Tax Credit expired. Although the months leading up to that were buzzing and sales increased, we saw an immediate slow-down after the tax credit. Since that time, showings on houses are about half of what they were in 2009. Home sales per week have been averaging around 600 the last six months compared to over 1000 before the tax credit program expired according to Minneapolis Association of Realtors (MAAR). For sellers we have found it extremely important to be competitive in pricing and condition. For buyers it was, and still is, a great time to purchase. Interest rates are currently in the 4 to 5 percent range and home prices are still attractive.

Another challenge that I discovered this year was trying to sell my own property. I found myself in a new role to which I was not accustomed; the role of a client. As a Realtor, some of my jobs include marketing the listing, getting people in the door, negotiating an offer, and getting it to closing. That in itself is demanding enough, but to add on top of that the role of a seller doubled the work. So now painting, de-cluttering, staging, cleaning, and other house projects were now added to my plate. I found this to be a great learning experience for me moving forward in my career. Keeping the house clean daily, having life interrupted for showings, kid's bedtimes, pets in the house, and so on all add to the stresses of everyday life. Knowing more intimately what sellers go through on a daily basis physically, mentally, and emotionally will help me in the future and benefit my clients.

As I look ahead to what new experiences 2011 will bring, the theme for my goals will be growth. I want to continue to grow as a person as well as expand my business. I am proud of who I have become as a son, brother, uncle, friend, and real estate agent. I have been blessed to be able to run my own business and do it successfully. I have worked hard to get this far in the real estate industry in a very difficult market and am looking to add on to my past accomplishments. I will deal with more high end homes, some commercial business, and foreclosure and short sale opportunities to go along with my traditional residential real estate. I have great support from Steve Townley and his 37 years in the business. My loan officers, insurance agents, closers, contractors, and inspectors are huge assets to work with. I have positioned myself to be your Realtor and have all the tools to do it. In this market you need someone that can get things done. That's why I always tell Steve, "If it was easy, everyone would do it." I take great pride in the fact that every day, people trust me to take care of one of their biggest assets. That is a responsibility I take seriously and will work extremely hard to prove it.

Thank you for thinking of me when you need real estate assistance. Happy Holidays!

Chris Deming