



NEWS RELEASE

March 3, 2015

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Call or email Jenny if you would like more detailed information including graphs of local trends

Early March is a Great Time to Put Your House on the Market in Iowa City and Cedar Rapids

Fewer homes are on the market but the demand is beginning to grow for the spring

DAVENPORT, IA – Recent local trends show that putting your house on the market as soon as possible in March gives you an advantage for the spring market. This is because after a dip in the number of listings in winter, there is a significant uptick in March.

Number of Listings (2014/2015)

- November – 355 (Cedar Rapids) 211 (Iowa City)
- December – 272 (Cedar Rapids) 168 (Iowa City)
- January – 570 (Cedar Rapids) 450 (Iowa City)
- February – 439 (Cedar Rapids) 415 (Iowa City)

Last year, only a total of 798 homes were listed in February but this increased 47% to 1,177 homes in March. By putting your house on sale as soon as possible this month, you are giving your home a competitive advantage because many interested buyers want to move in spring and your home has less competition. For more information and tips on selling your home, visit www.ruhlhomes.com/seller_tips

This year promises to bring a lot of new homebuyers to our local markets because drops in interest rates will make purchasing a home affordable. In fact, rates are a little more than .5% lower than last year with FHA mortgages requiring as little as 3.5% down. Mortgage Bankers Association, Fannie Mae, Freddie Mac and the National Association of Realtors all project that this trend won't last and that by the end of 2015 rates will increase by almost a full percent.

“Even though it is cold outside, it is smart to get ahead of the spring real estate boom and list your home now,” said Caroline Ruhl, president of Ruhl&Ruhl Realtors. “We’re excited that our data shows that this year more young families and couples will be buying their first home, because we know that this is a big step in building their lives and their families.”

About Ruhl&Ruhl Realtors

A family-owned company since 1862, Ruhl&Ruhl Realtors has grown to 290 sales associates, 62 employees and 13 offices, selling more than 5,000 homes in eastern Iowa, northwest Illinois and southwest Wisconsin. The company offers services in relocation, property management, real estate investments, new home sales, land development, farm and land sales, senior services, home vendor services, insurance services through the Nelson Brothers Agency, mortgage and commercial services. www.RuhlHomes.com

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