

The Life Cycle of Real Estate

HOMEBUYERS AND SELLERS FALL INTO FIVE GENERAL CATEGORIES: FIRST-TIME, MOVE-UP, LUXURY, MOVE-DOWN AND INVESTORS. TYPICALLY, A PERSON OR A COUPLE IN THEIR TWENTIES OR EARLY THIRTIES WILL PURCHASE THEIR FIRST HOME. AS THE FAMILY GROWS, THE NEED FOR MORE SPACE LEADS TO A MOVE-UP. AS EQUITY AND PROSPERITY INCREASE SOME WILL MOVE INTO THE LUXURY MARKET. AS THE CHILDREN GROW AND MOVE AWAY AND AS THE SPACE REQUIREMENTS DIMINISH, THE COUPLE WILL DECIDE TO MOVE-DOWN TO A MORE MANAGEABLE HOME. ANYWHERE ALONG THIS LIFE CYCLE OF REAL ESTATE ONE MAY CHOOSE TO BE AN INVESTOR.

Each category of the life cycle of real estate has different objectives, priorities and challenges. When homebuyers and sellers move from one category to another, there is a new learning curve encountered each time. The learning curve often becomes a crash course as buyers and sellers strive to gather the right knowledge and information and to align with the proper professionals to accomplish the move. Real estate self-education often starts on the Internet, which is a great source of information but not a great source of wisdom. Are friends and relatives a good source of real estate knowledge? Maybe. Are real estate "salespeople" a good source? Sometimes. The question then becomes, "Where can one find a reliable source of wisdom and knowledge regarding the real estate process?" This is why Kenn Renner of Renner Realty, Inc. has created "The American Dream System." The system is a series of live seminars and soon-to-be published audio and print materials that will provide valuable and timely real estate education. The seminars are designed to address the specific concerns of each of the categories of the life cycle of real estate. Strategies for every step of process are discussed so that homebuyers and sellers know what to expect at every step of the way.

Kenn first started teaching real estate seminars in 1994 when he saw a gap in the educational system. "I realized the real estate industry was more about selling than educating, especially for the first-time homebuyer. I then realized that the homes that first-time homebuyers were buying was the same type of product that real estate investors were interested in." Kenn designed a seminar geared towards investors and took it on the road doing presentations on the west coast and Nevada. "Now I am designing seminars to cover the remaining categories of the life cycle of real estate including the move-up, luxury and empty nesters." The seminars are free and are held at various locations including banks, community centers and colleges and universities. They will also be offered online, so that people can learn from home. Kenn then offers personal coaching and real estate guidance throughout the process. "I have found that offering valuable education for free allows the client to "interview" me without obligation, and then their trust level goes through the roof!" For more information on real estate or the American Dream System visit: www.BuyAustin.com or contact Kenn Renner at 512.423.5626.



Kenn Renner Broker/National Speaker

Utilizing state of the art technology along with proven marketing strategies to help his clients reach their dreams & goals through real estate. Closed over \$70 million in Austin real estate in the past two years.

Serving Austin area Buyers and Sellers specializing in:



*First-Time
Move-Up
Luxury
Move-Down
Investors*



512-423-5626 - Direct
512-218-1202 - Office

kenn@buyaustin.com
www.BuyAustin.Com

Service, Expertise and Integrity since 1983