



FOR IMMEDIATE RELEASE

Tips For All The Single Ladies Flooding The Housing Market

Local Realtor Jane Doe wants to bring the joy of home ownership to single women.

"It's one of the fastest growing segment of the housing market, but it should be even larger," explains Doe. "The truth is many single ladies are too scared to stick their toe in the water."

According to the National Association of Realtors, single women represent 16 percent of homebuyers, outpacing single men who account for only 9 percent. But countless single women aren't in the market because they're in the dark about the home buying process.

"Most aren't sure about credit and whether they even qualify for a house," says Doe. "Many are too frightened to ask. They don't know what they don't know."

That's why Jane Doe plans on holding local workshops and webinars to educate women on the home buying process.

"With interest rates and home prices at historic lows, there's never been a better time for a single woman to educate herself," says Doe. "With a little bit of homework, she can begin building a nest egg with home equity."

Doe is part of a national network of Realtors participating and accepted as a licensed advisor in the "Smart Women Buy Homes" program.

It's a movement that began in Dallas a few years ago when Realtor Jeanie Douthitt discovered that there were no home buying education programs or assistance aimed at single women.

"Women like information and don't want to feel out of control," said Douthitt, whose business is booming. "They want to feel like they're being helped."

Here are the "Smart Women Buy Homes" top tips for single women:

Talk to family and friends. If you're unsure about buying a home, find a supportive group of family and friends. Couples have each other to talk to, but often single women have no one to consult.

Avoid debt at all costs. Don't take on more mortgage than you can handle. Don't fall into the trap of hitting your pre-approval limit. You don't want to be house poor. You should own the house and not let the house to own you.

Know your credit rating. Mortgage lenders have become stricter than ever, so your credit has to be in good shape. Too many single women assume just they don't qualify and never bother to ask.

Ask lots of questions. Don't be afraid to ask questions. Don't be intimidated. Not asking questions is the only dumb thing you can do. You should ask questions until you understand the concept.

Make a wish list. Be realistic about what you can afford and be willing to compromise to stick to your budget.

Know your agent. This is a major purchase and you need to know and trust your Realtor. It's important to get a sense of their experience and how they make you feel before taking the plunge.

Get pre-approved. First-time homebuyers often overlook this all-important first step, which determines how much mortgage you can afford. There's no point in setting your sights on your dream house if you can't even lock in the mortgage.

For more information about the "Smart Women Buy Homes" program, visit www.JaneDoeRealtor.com, or call XXX-XXX-XXXX or email @