

**GET TO KNOW OUR
NEWEST TEAM MEMBER**



Eldin Lougee
MBA, PSA, RENE
Real Estate Broker
Licensed in Oregon

Eldin has lived in Beaverton for 17 years. He earned a technical degree in California, and his MBA at UCLA. Eldin is married with a blended family of 5 children.

PSA: Certified Pricing Strategy Advisor
8 hours of specialized instruction by NAR focusing on all aspects of home value pricing, including market dynamics and the specifics of elements of value in a home. The benefit for buyers and sellers is to work with an expert that can advise on the right price range to offer, or list, your home for current market conditions.

RENE: Certified Real Estate Negotiation Expert
16 hours of specialized instruction by the REBI, an affiliate of the NARealtors, that focuses on the skills and tactics of negotiations. Working with a certified RENE brings piece of mind that your realtor will advocate professionally and competently on your behalf.

With these strong credentials, Eldin brings great knowledge and expertise to the business and is eager and excited to get 2018 off to an amazing start.

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Join us at the **Meet & Greet Pizza Party** to welcome Eldin to Pack First Properties and get acquainted with him on **Sunday, March 11, 2018**. Please refer to **SAVE THE DATE** in this newsletter.



4660 NE Belknap Ct #101-D
Hillsboro, OR 97124

503.648.3000

PackFirst.com

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MILLENNIALS ARE CHANGING REAL ESTATE

Millennials are categorized by their birth years between 1981 and 2000. Computers came into their reality by 1982, the iPhone was launched in 2007 and the iPad in 2012. They are extraordinarily tech savvy because they were raised with the Internet and texting is the preferred way to communicate. They have a low threshold for boredom and they are most likely to use social media as a primary source of communication. Everything is done on a more social level and the least interesting thing for them is owning a car. They typically have low patience and are the most highly-educated generation yet. Millennials are a mostly parent-focused generation and will likely seek multi-generational housing when they can afford it. They will want Earth Advantage Certified housing, smart homes plus durability and "resilience" will come into play with materials used. They believe in retro-fitting sprawl, like fixing old shopping malls into large housing units, for example.

52%
USE PHONES
FOR HOME
SEARCHES

60%
SHOP BY
BRAND
LOYALTY

43%
SPENDING IS
INFLUENCED
BY FACEBOOK

70%
RELY ON
ONLINE
REVIEWS

52% will use phones for home searches and will take approximately 11 weeks before making a purchase. 60% indicate brand loyalty as a quality more important than price and 43% find Facebook as the most influential for spending habits. 70% trust the consumer opinions posted online. This generation is larger than the baby boomers and they are coming in to our market about 10 years later than expected. (Source Unknown)

Pack First Properties is keeping up with the newest trends and demands on the market and its buying public. Give us a call if we can help you in any way with your real estate needs: **503-648-3000**.

BOLD PREDICTIONS FOR 2018!

Since 2011, home prices are up 48% while wages are only up 15%. Existing home inventory was down 6.4% from 2016. Single family housing starts are projected to increase 9.4% for 2018 but still below the 50 year average. Projection for GDP in 2018 is 2.7% overall growth. (Lawrence Yun, 11/17/2017)

In 2016, first time homebuyers made up 34% of sales, a 5% drop from 2017. We will continue to see a slight down tick in first time homebuyers.

Mortgage interest rates are projected to finish 2018 at 4.5% - **4's are GOOD!**

(Source: Brian Buffini)

WHAT'S HAPPENING IN OREGON

- In Q2, 33 of Oregon's 36 counties had annual job growth; Curry, Morrow & Sherman counties did not (Office of Economic Analysis, State of Oregon)
- Residential permits in Oregon - down 2.5% to September
- Portland permits to September up 7.6%
- United Van Lines - South Dakota, Vermont, Oregon, Idaho leading inbound
- In Q2, Oregon personal income up .9% versus U.S. at .7% - Strength in Earnings
- Portland congestion 40th in 2016, up from 86th in 2015 (Seattle Co. Traffic Congestion Studies)



Save the Date!

Meet & Greet Pizza Party
Sunday, March 11, 2018
2pm-5pm

Ernesto's Italian Restaurant
8544 SW Apple Way
Portland, OR 97225

"Pack" first, you'll soon be *Moving!*

NEW ON THE MARKET!

323 NW Adams Avenue, Hillsboro \$270,000

Wonderful off-the-street location walking distance to light rail, downtown festivities & shopping. Turn-key end unit w/lots of windows, new Levelor blinds t/o, new carpet & laminate, fresh exterior & interior paint from ceiling to floor, new s/s appliances, new countertops, backsplash & kitchen faucet. Enjoy under cabinet lighting, gas fireplace, & quaint front deck. All new toilets, new garage door and extra parking space in back.



Real Estate provides stability and security not found in other investments. Whether your purchase is for your primary residence, or for an investment property, let us show you how to build equity, net worth, and financial security. Call LeeAnn Pack for a private consultation at 503-708-0940.

NATIONAL MIGRATION STATISTICS

STATE	2014-15	2015-16
Florida	207,537	207,156
Texas	171,537	125,703
Washington (3)	42,640	67,571
Oregon (7)	35,973	50,038
Idaho (13)	6,748	17,143
California (48)	-77,603	-109,023
Illinois (49)	-105,619	-114,144
New York (50)	-161,612	-191,367

(Source: William Frey, U.S. Census)

COMING SOON!

Backs to Greenspace \$329,000

Sitting along both a greenspace enjoyed from the backyard and a community pavilion and playground on the side, this perfectly situated single family residence is completely updated with stainless steel appliances, new carpet and paint, new light fixtures, tile floors and counters, and window blinds throughout. Central air conditioning, gas heat and water. 3 bedrooms and 2.5 baths, single car garage, super close to Intel and freeway access in the quiet, yet popular Jones Farm neighborhood. Perfect starter home! Contact LeeAnn Pack at 503-708-0940 for details or to set up an appointment to see it. Available March 1, 2018.

ALOHA DEBI & SHERMAN!

Debi and Sherman packed their belongings in Hawaii and arrived in West Linn, Oregon in December. Debi works for an insurance company, loves orchids and cooking. Sherman enjoys relaxing. Welcome to Oregon!



REAL ESTATE HIGHLIGHTS

Below are the 12 month appreciation figures for your area during December 2016 to December 2017.

N Portland - 5.9%	Gresham/Troutdale - 10.4%
NE Portland - 8.1%	Milwaukie/Clackamas - 9.1%
SE Portland - 8.7%	Lake Oswego/West Linn - 9.5%
W Portland - 3.2%	NW Washington Co. - 7.7%
Mt. Hood - 18.0%	Hillsboro/Forest Grove - 11.0%
Beaverton/Aloha - 9.2%	Columbia County - 11.8%
Tigard/Wilsonville - 7.7%	Yamhill County - 11.7%
Oregon City/Canby - 7.2%	(Source: RMLS Market Action Report)

♥ Do you know someone who is buying or selling? We love referrals! ♥



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Are you planning to sell?
Call 503.648.3000 or visit PackFirst.com
for a FREE MARKET EVALUATION!