

### **The Bride White of Hair**

*The bride white of hair,  
stooped over her chair,  
her legs uncertain  
beneath her.*

*Across the church aisle,  
with a big toothless smile,  
the groom in his wheelchair  
came riding.*

*Who is this couple  
to be wed?*

*You'll find if you  
closely explore it,  
that this is that rare,  
most conservative pair,  
who waited till they  
could afford it!*

**-Zig Ziglar-**

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**When**  
is the best time  
to start **enjoying**  
what you  
**really** want?

Think about anything  
you've ever gotten in  
life that you really  
wanted. Did you get it  
by saying "yes",  
or did you get it  
by saying "no"?

# 4 factors involved with making the *right* decision...

## 1. Complete And Accurate Information.

Over history it's been said there are two factors to consider in making a real estate decision. There are positive and negative factors to almost every decision. First, do you have all of the information in front of you? Second, is the information accurate? If you have complete and accurate information in front of you, chances are this is the best time to make a decision.

**2. Timing.** There are many factors that come into play when deciding to buy or sell a property, and timing can be one of the most important factors. In Real Estate, timing is everything. Right now in the marketplace there are a certain number of buyers and a certain number of sellers. You are currently dealing with a known set of circumstances. There are no guarantees that in a few weeks, or a few months, there will be the same supply and demand. Either way, by waiting you could be taking a gamble.

It's important to work with a real estate professional that cares enough to take the time to learn about your particular real estate objectives.

Just as a doctor or a lawyer should present all the facts for you to make an informed decision, choose a professional that will take whatever time is necessary to make sure you are making the best real estate decision possible.

**3. Long Term Impact.** It's not necessarily a bad idea when making a decision, to step back and take a look at what the decision you decide to make will mean to you a year from now, two years from now, and five years from now. Not making a decision is, in fact, actually making a decision "not to decide" which could be the worst decision you could make. What seems like a major stumbling block at this point in three to five years may be non-consequential. Don't let a minor point affect the long term benefit. Studies tell us that 80% of the decision making process is based on emotion. Part of the reason to work with a real estate professional is to take advantage of their experience. Just as you would open up to your doctor and tell him or her how you're feeling, it's just as important to involve your real estate professional in your decision making process so they can help diagnose the right real estate decision for you.

**4. Do What Benjamin Franklin Did.** Whenever Benjamin Franklin was faced with a difficult decision, he would take a piece of paper and draw a line vertically down the middle. On the left side of the sheet of paper he would list all the reasons not to make the decision, and on the right side he would list all the reasons why he should make the decision. Whichever side had the most number of items would help him make more logical decisions. Rarely in life are all the circumstances so perfect that you can be 100% sure of any decision. If you just can't decide, do what Benjamin Franklin did.



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