



**The current “buyer’s market” will not last forever. Don’t let your friends or clients get caught saying, “I should have bought back then.”**

Spread the word that now is the time to buy! Get your button from the Sales and Marketing Council for a minimum \$1 donation. Be sure to wear it around town, meeting with clients and with any other potential home buyers.

Inspired as a industry unification instrument, the button can be a great conversation starter with prospective clients. Together, we can change public perception by simply reminding people that it really is the right time to buy!

**Additional Talking Points:**

- If you don’t buy in a buyer’s market, when would you buy?
  - Are you waiting for a seller’s market?
- We didn’t know we’d hit the peak until it was on its way down, and we won’t know we’ve hit bottom until it’s on its way back up.
  - Why wait?



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