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TALKING POINT:

What Can you Say
about this market?

(*are you ready for
some football?*)



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SOLD:

- 1002 Grassland Ln.
- 900 Coral Road
- 102 Glendale Garden

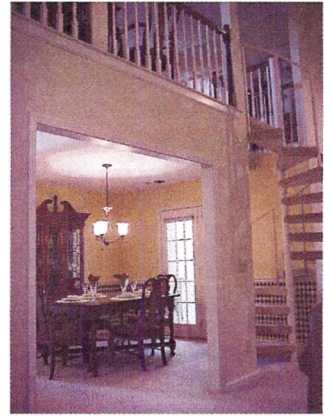
Come on... Let's *Get Real*

From: **Berni Nash, Fridrich and Clark Realty**

LISTINGS: FOR MORE INFO: VISIT THESE WEBSITES TODAY!

See virtual tours of these listings on their websites!

www.265Glenstone.com



265 Glenstone Circle, ~~\$199,900~~—REDUCED AGAIN **SOLD!**
\$190,000

Brentwood Villa Townhomes—located in the private hills just off Old Hickory Blvd and I-65

2 bed/2 bath - Loft/office w. built-ins - Cathedral ceilings - 1,865 s. f.!
Large extra storage room - Pool, tennis courts, clubhouse

Private development hidden near shopping, restaurants, interstate - currently the lowest priced unit in this development.

www.4438HeathRoad.com



Area 2
4438 Heath Rd.
\$389,900
2 acres
3 BD/2.5 BA



Open, informal living spaces! Some high ceilings, hardwood floors, great outside living on porches and decks.

Only a hop, skip & jump from town!

1,800+ s. f. basement (almost finished)
with gargantuan storage!!! 2-car garage

WHAT CAN BE SAID ABOUT THIS MARKET?

Recently, I've become a bit dumbfounded when a client, friend or, in some cases, a complete stranger, asks that inevitable question... "how's the market?"

The truth is, there are so many things you can say about this market that it takes about an hour to explain it. Valuable time wasted.

So, I've been working on a "script" I can repeat, succinctly and confidently, with any interested party, in 25 words or less. Something simple, easy to understand.

Let's see. Here's an idea:

"The market? It's good. It's weird, but good. In a kinda good/not-so-bad way. Good, in that we're seeing some correction in pricing. Not enough to create much movement in sales though, because consumers are totally perplexed as to how to handle this market, so for the most part, they're doing NOTHING!"

Hmm. Let me try that again.

"Well, the market is in the process of working through some minor (and some major) forces that are proving to be at odds with each other. Like, Buyers vs. Sellers. Sellers aren't responsive. They are stuck with the notion that the market is going to come back any minute, and come back in a big way, so they are waiting for 2006 to return. Buyers are demonstrating their dissatisfaction by collectively standing with their arms crossed, waiting for prices to come down. It's turned into a blinking contest."

Hmm. An analogy might be best.

"Ya know, real estate is like football. We're in the last 10 seconds of the fourth overtime between those historic, bitter rivals, **Sellers and Buyers**. The game is tied 3 to 3. **Sellers** have the ball on the 50 yard line; it's 3rd and 10. It's been a grueling defensive battle. Each side has sustained injuries; major players on both sides, benched.

Larry Home-Loan, a defensive end for the **Buyers**, had to be taken off the field in a stretcher. He's not expected to return and may be out for the rest of the season. **Abe The-Appraiser**, the **Seller's** No. 1 running back, has time and time again, lost yardage, thanks to the **Buyers'** strong line being unwilling to negotiate the ball. **Experienced-Listing-Agent**, quarterback for the **Sellers**, has been sacked 3 times.

Fred Foreclosure, Center lineman for the **Sellers**, has continued to pummel the **Buyer's** defense.

Neither coach is changing their game plan. It's obvious that each team is hoping for a miracle.

It appears the **Sellers** are going for a Hail Mary. The whistle blows, the beleaguered quarterback, **Experienced-Listing-Agent**, steps out of the pocket, desperately looking for a receiver down field. His arm goes back - he sees **Sam Overpriced-Listing**, his only open receiver in the red zone at the 3-yard line. However, it appears, Free Safety, **Bob Buyer-Not-Ready-to-Buy**, is closing in on him.

Experienced-Listing-Agent releases the ball; it soars through the air as the crowd gasps. **Bob Buyer-Not-Ready-to-Buy** charges towards **Sam Overpriced-Listing** and, yes, it's an interception! The crowd groans as **Bob Buyer-Not-Ready-to-Buy** runs out of bounds to stop the clock as we go into our 5th overtime! No win is in site!!!"

Yep, I think that best explains it. But it's not 25 words or less. I'll keep working on it and get back to you. But, let's just hope the game's over by then! Berni

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As always, your referrals are serious business to me!

www.3603BellwoodAve.com

3603 Bellwood Ave.,
just off Bowling in Green Hills
\$390,000

- 2 Bedrooms/1.5 Baths
- Bamboo Flooring, granite, river rock
- Completely Renovated!!!!!!
- Sm. backyard/common area behind this unit

