

Millions of Americans Suffering From “RealEstatePhobia”

Everyone likes real estate. We all love the idea of having something that increases in value, make improvements if desired and sell for a profit. Or so we say. In fact, while we all talk about the pleasure of owning real estate, when it comes to the crunch, millions of Americans get cold feet and start looking for excuses to pay landlords instead of themselves or talk about investing but never do.

“I see lots of people who come to my website, look through reports and get all excited at the thought of owning their own home or investing in real estate,” says Kendall Matthews, consultant with BargainRealEstateList.com. “But I also see huge numbers of them fail to take the next step not because they don’t have the money but because they’re just scared to make the move – even though they know they’ll have started building wealth. They suffer from what I call ‘realestatephobia,’ an irrational fear of being in a real estate bubble.”

The 5 signs of “realestatephobia” are:

1. Having the desire and resources to own real estate... but not actually doing it;
2. Having a great savings plan for getting a down payment... but buying shoes and expensive cars instead;
3. Reading the real estate section of newspapers... but never visiting any of the places available;
4. Owning bookshelves filled with real estate investment books... but still paying rent to your landlord;
5. Cutting clippings of people who made money in real estate... in places in your hometown.

Realestatephobia isn’t the same as not able to afford to make a move. It’s having the desire to be in real estate but allowing the fear of paralysis-by-analysis and encountering the unknown to prevent someone who wants to profit in real estate from doing what they want.

“Everyone gets butterflies in their tummy as the close of escrow day approaches,” says Matthews, “For those who let those butterflies stop them from making a move, we recommend some investments that will help them put those fears behind them and make future moves easier.”

For more information about how “realestatephobia” prevents Americans from being involved in real estate, call Kendall at 480.444.2543 ext. 1 for an interview.