

**A buyers' market should be just that - a buyers' market. It's not a fence-sitting, waiting, loitering, delaying, dawdling, postponing, vacillating, hesitating, wavering, faltering, pausing, foot-shuffling market. It's a buyers' market. By its very name it means buyers should be doing one thing and one thing only----buying. Get my Best Buy List either by calling or emailing me at [lela@coldwellbanker.com](mailto:lela@coldwellbanker.com) or 305-395-0814.**

**So! where are the buyers and why aren't they buying? The fixation on finding "the great deal ever" clouds their thinking and causes many to miss out on the great deals that are possible. There are two types of buyers in regards the timing... there are those who believe they can time the market and there are those who believe timing will find them. History supports the latter... if they are in the market actively paying attention, although you may never sell at the highest peak or buy at the absolute bottom, you can buy right and always do well over time.**

**Timers are waiters. Those who wait for the prices to come down. If the market has dropped then prices are down. waiters will wonder if they are as low as they'll go. The problem is that no one can know this until prices are already headed back up. The only way the buyers will ever know the market has bottomed is after it has started back up and the only way they will know the market has peaked is after it has started back down. A buyer cannot perfectly time a market..no one can . The only way to know a market has bottomed or topped out is after it has. In other words perfect timing is luck. People who buy in a buyers' market are the smart ones. They are buying in the safe zone and living in the area of certainty, they focus on what they can count on. The real buyers in a buyers' market aren't trying to predict the floor but are just trying to buy smart. They are asking "Has the market dropped enough now to make a sensible purchase? These are the real buyers in a buyers' market.**

**The Shift (Garry Keller)**