

Best Buyers' Market Collaboration a First for Central Oregon

Sometimes just a simple conversation between two concerned people can be the starting point to a great effort shared by many. Late last fall a local mortgage broker spoke with the La Pine Chamber director complaining about the continuous barrage of negative news published in the media about the housing market. While it's true even Central Oregon has not avoided the downturn in the economy since last fall, these two people agreed that the downturn seemed more about a self-fulfilling prophecy than it did about what's actually happening here compared to the rest of the nation. In fact, many of the products, loans and opportunities to buy a great home were indeed possible for those even with bruised credit.

At a meeting of the Central Oregon Council of Chambers which includes all eight Chambers of Commerce in Central Oregon – Madras/Jefferson County, Prineville/Crook County, Crooked River Ranch/Terrebonne, Redmond, Bend, Sisters, Sunriver and La Pine, a further discussion ensued about what we could do together to offset this media-led negative impact. Turning to Central Oregon Builders Association (COBA), Oregon Association of Mortgage Professionals (OAMP) and the Central Oregon Association of Realtors (COAR), the four organizations launched the Best Buyers' Market in 20 Years campaign. COBA had been working on a similar marketing message for some time but the collaboration of these housing, realtors, mortgage lenders and economic development organizations adds credibility to the message as never before. This is the Best Buyers' Market in 20 Years and we just want to make sure you don't miss out on what could be the best opportunities of a lifetime. See your local realtor, builder, or mortgage broker and strike while the iron's hot – this great buyers market won't last forever.