

THE KRM COLLECTIVE

QUARTERLY NEWSLETTER | WINTER 2023



CURRENT MARKET TRENDS

If buying or selling a home is part of your dreams for 2023, it's essential for you to understand today's housing market, define your goals, and work with industry experts to bring your homeownership vision for the new year into focus.

In the last year, high inflation had a big impact on the economy, the housing market, and likely on your wallet too. That's why it's critical to have a clear understanding of not just the market today, but also what you want out of it when you buy or sell a home. Danielle Hale, Chief Economist at *realtor.com*, explains:

*"The key to making a good decision in this challenging housing market is to **be laser focused on what you need now and in the years ahead**, so that you can stay in your home long enough that buying is a sound financial decision."*

Here are a few questions you can start thinking through as you fine tune your goals for 2023.

1. What's Motivating You?

You're dreaming about making a move for a reason – what is it? No matter what's happening in the market, there are still many compelling reasons to buy a home today. Your needs may have changed in a way your current house can't address, or you could be ready to step into homeownership for the first time and have a space that's truly your own. Use what's motivating you as a guidepost in partnership with an expert advisor to help make sure your move will give you a lasting sense of accomplishment.

2. What Does Your Next Home Look Like?

You know you want to move, but how would you describe your dream home? The available supply of homes for sale has grown, and that could mean more options to choose from when you buy. Just be sure to keep your budget in mind and work with a trusted real estate professional to balance your wants and needs. The better you understand what's essential and where you can be flexible, the easier it can be to find the home that's right for you.

3. How Ready Are You To Buy?

Getting clear on your budget and savings is essential before you get too far into the process. Working with a local agent and a lender early is the best way to make sure you're in a good position to buy. This could include planning how much to save for a down payment, getting pre-approved for a home loan, and assessing your current home equity if your move involves selling your existing house.

Buying or selling a home is a big process that takes expertise to navigate. If that feels a bit overwhelming, you aren't alone. According to a recent Harris Poll survey, one in five respondents see a lack of information or knowledge about the homebuying process as a barrier from owning a home. Don't let uncertainty hold you back from your goals this year. Our trusted sales team can bridge that gap and give you the best advice and information about today's market.

Bottom Line? Let's connect to plan how your dreams for 2023 can become a reality.



FEATURED TEAM MEMBER

Meet Rich Pszanka! Rich is coming up on 10 years as a site supervisor and production coordinator for the KRM team! His invaluable talents include running home build jobs, coordinates subs and trades as well as quality control. Rich expressed that his favorite part of his job is having the opportunity to work directly with home owners and seeing how happy they are during the build process and after the home is completed. Rich is challenged in his position by coordinating the trades and keeping all the subs and trades on the same page with KRM with quality and timeliness. When Rich isn't at work he enjoys a round of golf, working on home improvements, spending time with family. Rich is the oldest of 10 and it shows with his impressive work ethic!



Let Us Cover Your Closing Costs



Purchase a KRM Custom Home or Tanzanite Home, and we will COVER THE CLOSING COSTS for qualified borrowers!¹

Apply for your mortgage loan with HomeServices Lending by 12/31/2022 to purchase a KRM or Tanzanite Home, and we will pay for you:

- ✓ Appraisal Fee
- ✓ Credit Report Fee
- ✓ Abstract Fee
- ✓ Attorney Fee
- ✓ Flood Determination Fee
- ✓ Lender Fees
- ✓ Recording Fees



Contact me to discuss your home financing options.



HomeServices Lending™

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Lender-paid closing costs may not be the best option for all borrowers. Not all borrowers will qualify. Consult your mortgage consultant to review potential loan scenarios and financing options to determine the home loan that is right for you.

1. Qualified borrowers are eligible for a lender credit toward closing costs on the Closing Disclosure on a new purchase of a KRM Custom Home or a Tanzanite Home (Seller), secured by a first mortgage or deed of trust (New Loan) subject to qualification, approval and closing with Prosperity Home Mortgages, LLC. Loan must close within 60 days from the date of loan application. Lender credit may not exceed a borrower's out-of-pocket closing costs. This offer must be requested at time of application and all eligibility requirements met no later than 2 days prior to the New Loan closing date. Only one lender credit permitted per New Loan. This lender credit is void where prohibited and is non-transferable, subject to the terms herein and valid on all complete applications received on or before 12/31/2022. HomeServices Lending, LLC is not an affiliate of KRM Custom Homes or Tanzanite Homes and this offer is not an endorsement of KRM Custom Homes or Tanzanite Homes. HomeServices Lending, LLC does not require the use of any specific settlement provider. Borrowers are eligible for a lender credit from HomeServices Lending, LLC regardless of the settlement provider chosen by the borrower.

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A NOTE FROM KIRK

Hello!

As we wind down from a busy holiday season and look forward to the year ahead, it is a time for reflection, goal setting, and growth for me. I am incredibly thankful for another productive year here at KRM Development. We continue to work towards improvements at every level of our company with more on the horizon to improve our customer experience.

Sincerely,

Kirk Mickelsen



WHY
WAIT?

11 REASONS WHY THE TIME TO BUY IS NOW

1. It will cost you more tomorrow. (you can wait for rates to come down and the home you buy a year from now will cost at least 8% more than it does today). You can always refinance it later at a lower rate and buy it now.
2. Missing out on the upside of inflation and appreciation.
3. If we do have a recession, real estate historically does well during recessions.
4. There is inventory on the ground today to purchase and you can move in quickly.
5. It is still a seller's market and your existing home has more value than it ever has and should sell quickly. Don't have to hassle with your home being on the market for a long time. (People think they missed out!!! They didn't!! Their home is still worth a fortune!!)
6. Can't reproduce the current inventory on the ground for the price it is at today.
7. Premium lots will be more limited as existing developments get picked over!! If you want the lot of your choice buy today as they will be gone by spring!!
8. Rents are up 20-25% it is cheaper to buy today than you think!! Even with rates being up and there is no equity gain in renting.
9. Guaranteed built times and close dates. (Supply chain is straightening out and build times have accelerated)
10. Rates are historically low. You can refinance later if they go down. – Build today and put less down and then re-cast your new loan when the existing home sells at no cost!!
11. Are you where you want to live after COVID??? What are you waiting for??? Haven't you waited long enough??

CLIENT LOVE

TESTIMONIAL



What can I say about KRM/Tanzanite?

My wife and I started the home building process about 11 or 12 months ago and looked at several builders around the Des Moines area. While others were great we decided to move forward with KRM to build our new home. This was initially due to their willingness to work with us to get a complete understanding of what we wanted before ever taking a step. Additionally, they had an easy to follow process and the BuilderTrend app that allowed us to see the progress of our house each step along the way. Fast forward to a week out from our close date and the decision to go with them turns out to be one of the best decisions my wife and I have ever made.

After we had met with a few of the folks and decided on our floor plan and interior selections, we were invited to "dig day" where we were able to actually break the ground and snap a picture before the build got underway. A small touch but we thought it was the coolest thing for them to take the effort of involving us in this process.

As the build started, we were kept up to date constantly. Not only through the BuilderTrend App which was AMAZING but also through communication from the job supervisor and foreman. They would routinely call with updates that were taking place in addition to frequently uploading pictures and videos to send to us.

The build went smoothly and we're closing in on our moving day next week. As with any large project, there were a couple very minor hiccups in our process but they were usually solved before we could even bring it to their attention. Their attention to detail in getting every square inch of our home just how we want it is truly astonishing.

A few shout outs to the team that helped us along the way...

Dave originally helped us draw our blueprints what felt like 25 times as we continued to change things around. Not only was this done happily but we also appreciated his guidance and expertise as to what he recommended or what they were doing with other houses.

K'Lissa spent time with us on our interior selections and made this process so much fun for us. Her personality and professionalism made this process a total breeze and allowed us to take our time and make sure we were confident in what we were selecting. We LOVE how everything turned out which she was a big part of. She rocks!

Our build team consisted of Rich, Joe and Kyle and they have all been outstanding. As mentioned above, their communication throughout the build was second to none. They were friendly, accommodating and bent over backwards to make sure the house was perfect and ready for move in day.

I struggle to recall a product/service I have used over the past 20 years where I've been satisfied and confident in the decision. The entire team at KRM, in addition to those above, has made our building process fun, enjoyable, and stress free. Their communication and commitment to over delivering on each and every aspect blew us away which isn't easy as two extreme Type A people :) I can't say enough good things or put any more emphasis behind my recommendation to consider them if you're looking for a best in class builder in Des Moines!

DO YOU HAVE SOMETHING GREAT YOU'D LIKE TO SHARE ABOUT YOUR
KRM CUSTOM HOMES | TANZANITE HOMES EXPERIENCE?

[CLICK HERE](#)



COMMUNITY EVENTS CALENDAR



CATS

221 Walnut Street | Des Moines, IA 50309
Dates: 1/3/2023, 1/4/2023, 1/5/2023, 1/6/2023
Location: Des Moines Civic Center



Harry Potter & the Goblet of Fire in Concert

221 Walnut Street | Des Moines, IA 50309
Presented By: Des Moines Performing Arts
Dates: January 27, 2023 - January 28, 2023



1776

221 Walnut Street | Des Moines, IA 50309
Dates: March 15, 2023
Location: Des Moines Civic Center

FOR MORE EVENTS THROUGHOUT THE DES MOINES METRO VISIT
WWW.CATCHDESMOINES.COM