



DWELLING™ | REAL ESTATE

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# *Continuity*

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January 2025  
COMMUNIQUE

*Happy New Year and welcome to 2025!*

Sometimes I refer to real estate agents as emergency service providers.

By that I mean a good agent is always willing to take client calls and meet requests as quickly as possible whether to be show property, assist with vendors, able to be flexible if OPENS need to be rescheduled and more.

In real estate, "continuity" refers to the concept of maintaining a consistent flow of operations and services even during disruptions or unexpected events, essentially ensuring that real estate transactions and property management can continue uninterrupted, often achieved through a well-developed "Business Continuity Plan" (BCP) which outlines strategies to handle emergencies like natural disasters, economic downturns, or pandemics.

Sadly, for many homeowners affected by Pacific Palisades and Altadena and other surrounding fires their lives are completely turned upside down. Here in Palm Springs, we are meeting some of the victims when showing property at homes that used to be vacant or as new Buyers. Many other LA residents are here just to escape the horrific air quality because of this disaster.

My heart goes out to everyone affected by this huge disaster in LA and surrounding communities. I lived in West Hollywood, Hollywood and surrounding communities for 20 years prior to my move here to Palm Springs 8 years ago. I have so many memories of the drive through Pacific Palisades to Will Rogers beach park or a hike in Runyon Canyon.

This fire also dramatically changed the lives of so many to include realtors that had listings, clients, and more in these communities. All services were disrupted, and they now must change their course of action to meet the new needs of their clients. That may include food, shelter, getting them insurance support, help with finding new schools for their client's children and more.

Life constantly throws us many challenges and we as people we need help and support. As a Realtor I do my best to be there for my clients. Just this week I checked up on clients that have been ill or going in for surgery as the people whom I work with are more than just a transaction.

Keeping everyone affected by these fires to include the fire fighters and other first responders in my prayers. Here to help should anyone need anything. A pair of my clients have a great, renovated 3 bedroom home ready to rent should anyone know of anyone looking. I am here for any support.

Sincerely, Mark

**MARK TUCKER**

DWELLING™ | REAL ESTATE  
AGENT

Palm Springs & Greater Coachella Valley



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## *Continuity!*

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**COME INSIDE™**



## DWELLING™ | REAL ESTATE

**I AM THRILLED TO BE A DWELLING™ | REAL ESTATE TEAM MEMBER!**

A professional realtor of 5+ years – Mark is knowledgeable about the markets and inventory that he serves. Mark has strong negotiating skills to get you the most value in your real estate needs – while making your most important purchase or sale fun!

Mark is an Indiana native with strong mid-western values that moved to California almost 30 years ago. He started in San Diego and traveled to Palm Springs each year. At the time he was self-employed with a successful company that toured art museum exhibitions. After four years in San Diego Mark moved to Los Angeles and became a nonprofit fundraising professional raising millions in support for multiple agencies. His most recent experience was as the Director of Fundraising Events at the Palm Springs Art Museum.

Specialties:

- **Buyer's Agent**
- **Listing Agent**
- **Relocation**
- **Staging**



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## *My Featured Listing with Mountain Views!*



2110 E Palm Canyon Dr Unit D, Palm Springs, CA 92264  
3 BD | 2 BA | 1,672 SQ FT  
\$449,970



### *Pools! Spas and Tennis Courts!*

Large 3 bedroom, 2 bath well maintained home with attached two car garage in one of the best South Palm Springs locations across from Smoketree Plaza. Convenient distance to shopping, groceries, Walgreens, dining and more! Each room has sliders to patios and beautiful open spaces.

Saddlerock Gardens was designed by the well-known architect Hugh Kaptur, a leader of the Mid-Century modern style. There are 43 units on 11 acres of land. The single story buildings of two and three bedrooms have multiple patios with varying views of the surrounding mountains. The property has Orange, Grapefruit, Lemon and Fig trees and other varieties, such as Palms, Carob, Olive and blooming shrubs and cactus.

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*What's going on in the real estate market?*

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## *Roughly 11,000 Homes Will Sell Today – Will Yours Be One of Them?*

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Are you hesitant to sell your house because you're worried no one's buying with rates and prices where they are right now? Here's some perspective that can help.

The market actually isn't at a standstill. While there weren't as many sales last year as there'd be in a normal market, roughly 4.15 million homes still sold (not including new construction), according to the National Association of Realtors (NAR). And the expectation is that number will rise in 2025. That means more people will likely move this year, and they need homes to buy. Homes like yours.

But even if we only match last year's sales pace, here's what that looks like.

Every Minute Homes Are Selling – Literally

**4.15 million homes ÷ 365 days in a year = 11,370 homes sell each day**

**11,370 homes ÷ 24 hours in a day = 474 homes sell per hour**

**474 homes ÷ 60 minutes = roughly 8 homes sell every minute**

Think about that. Just in the time it took you to read this, 8 homes sold.

If you've been holding off on selling your house because you think buyers aren't out there, let this reassure you – there are still buyers looking to buy.

Every day, thousands of people need to buy homes. So, while higher home prices and mortgage rates have slowed the market down and forced some buyers onto the sidelines, that doesn't mean the market isn't active. Many buyers are still eager to make a move because life doesn't wait for perfect market conditions.

With the right agent by your side, you can get your house in front of those buyers while other hesitant homeowners are still putting their plans on pause because they're worried buyer demand has disappeared. Let's get your house sold.

### **Bottom Line**

On average, 11,000 homes sell every day, and yours could be one of them. In the time it took you to read this, another 8 homes sold.

When you're ready to take the next step, connect with me so that you have an agent to create that perfect strategy.

# *The Truth About Credit Scores and Buying a Home*

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Your credit score plays a big role in the home buying process. It's one of the key factors lenders look at to determine which loan options you qualify for and what your terms might be. But there's a myth about credit scores that may be holding some buyers back.

## **The Myth: You Need To Have Perfect Credit**

According to Fannie Mae, only 32% of potential home buyers have a good idea of what credit score lenders actually require. That means two-thirds of buyers don't actually know what lenders are looking for – and most overestimate the minimum credit score needed.

## **The Reality: Perfect Isn't Necessary**

But the truth is, you don't need perfect credit to become a homeowner. There is no set cut-off score across the board. As FICO explains:

*“While many lenders use credit scores like FICO Scores to help them make lending decisions, each lender has its own strategy, including the level of risk it finds acceptable. There is no single “cutoff score” used by all lenders, and there are many additional factors that lenders may use . . .”*

So, even if your credit score isn't as high as you'd like, you may still be able to get a home loan. Just know that, even though you don't need perfect credit to buy a home, your score can have an impact on your loan options and the terms you're able to get. Work with a trusted lender who can walk you through what you'd qualify for.

## **Simple Tips To Improve Your Credit Score**

If you want to open up your options a bit more after talking to a lender, here are a few tips from Experian and Freddie Mac that can help give your score a boost:

### **1. Pay Your Bills on Time**

This includes everything from credit cards to utilities and other monthly payments. A track record of on-time payments shows lenders you're responsible and reliable.

### **2. Pay Down Outstanding Debt**

Reducing your overall debt not only improves your credit utilization ratio (how much credit you're using compared to your total limit) but also makes you a lower-risk borrower in the eyes of lenders. That makes them more likely to approve a loan with better terms.

### **3. Hold Off on Applying for New Credit**

While opening new credit accounts might seem like a quick way to boost your score, too many applications in a short period can have the opposite effect. Focus on improving your existing accounts instead.

## **Bottom Line**

Your credit score doesn't have to be perfect to qualify for a home loan. The best way to know where you stand? Work with me to explore your options.

## Home Staging FAQ: What You Need To Know

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You may have heard that staging your home properly can make a big difference when you sell your house, but what exactly is home staging, and is it really worth your time and effort? Here are a few quick FAQs that can help you decide how much you should prioritize staging as you prep for your move.

**What Is Home Staging?** Staging is the process of arranging and decorating your house to highlight its best features and make it as appealing as possible to potential buyers. It can range from simple touch-ups to more extensive setups, depending on your needs and budget.

**How Does It Help Me Sell My House?** Studies show good staging does have an impact on your sale. Staging your house well can help you attract more attention from buyers, which ultimately helps it sell faster and maybe for a higher price than an unstaged home.

**What Are My Staging Options?** Now that you see the value, let's think through your options. The most common is leaning on your agent for their expert advice. They know what buyers like because they're in showings all the time and hear that feedback first-hand. That expertise is crucial to getting your house market-ready. Basic staging with an agent usually means they give you insight into how you should:

- Declutter and depersonalize by removing photos and personal items
- Arrange your furniture to improve the room's flow and make it feel bigger
- Add plants, move art, or re-arrange other accessories

Full-service staging is another option if your house needs more hands-on attention. This is when you hire a staging professional or staging company to come in, make recommendations, and do the work for you. Going this route is more involved and that makes it more costly too. That's because it can include renting furniture and decor to more fully transform a space.

**How Do I Know Which One To Pick?** Not sure which one you need? You don't have to figure that out on your own. Your real estate agent will help determine what level of staging will make the most impact on your house and market. They can help you decide if professional staging is worth the investment, or if you can knock it out with their advice alone. And just so you know, here are some of the factors an agent will look at to figure that out:

**Market Conditions:** If the market is slower, going all in on staging can make your home look move-in ready and attractive to buyers who may otherwise be hesitant. If your local market is very active and homes are selling fast, you may be able to get by with doing less.

**Your Home's Condition:** If your home is vacant or has a unique layout, using a professional stager who can bring in the right furniture and accessories may help buyers truly visualize its full potential.

**Your Budget:** Talk to your agent to get an idea of staging costs in your area, as it can be the difference between your house selling and sitting. But if your budget is tight or your home only needs minor updates, your real estate agent can help you think outside of the box by suggesting simple DIY staging tips to help your home look its best.

### Bottom Line

Staging your house properly can make it much more attractive to buyers, but it's not a one-size-fits-all solution, and every home shines differently. If you're considering staging, talk to me—I am your best resource for determining what your home really needs to stand out and sell for top dollar.

## *Expert Forecasts for the 2025 Housing Market*

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Wondering what's in store for the housing market this year? And more specifically, what it all means for you if you plan to buy or sell a home? The best way to get that information is to lean on the pros. Experts are constantly updating and revising their forecasts, so here's the latest on two of the biggest factors expected to shape the year ahead: mortgage rates and home prices.

**Will Mortgage Rates Come Down?** Everyone's keeping an eye on mortgage rates and waiting for them to come down. So, the question is really: how far and how fast? The good news is they're projected to ease a bit in 2025. But that doesn't mean you should expect to see a return of 3-4% mortgage rates. As Lawrence Yun, Chief Economist at the National Association of Realtors (NAR), says:

*“Are we going to go back to 4%? Per my forecast, unfortunately, we will not. It's more likely that we'll go back to 6%.”*

And the other experts agree. They're forecasting rates could settle in the mid-to-low 6% range by the end of the year. But you should remember, this will continue to change as new information becomes available. Expert forecasts are based on what they know right now. And since everything from inflation to economic drivers have an impact on where rates go from here, some ups and downs are still very likely. So, don't get caught up in the exact numbers here and try to time the market. Instead, focus on the overall trend and on what you can actually control.

A trusted lender and an agent partner will make sure you've always got the latest data and the context on what it really means for you and your bottom line. With their help, you'll see even a small decline can help bring down your future mortgage payment.

**Will Home Prices Fall?** The short answer? Not likely. While mortgage rates are expected to ease, home prices are projected to keep climbing in most areas – just at a slower, more normal pace. If you average the expert forecasts together, you'll see prices are expected to go up roughly 3% next year, with most of them hitting somewhere in the 3 to 4% range. And that's a much more typical and sustainable rise in prices.

So don't expect a sudden drop that'll score you a big deal if you're thinking of buying this year. While that may sound disappointing if you're hoping prices will come down, refocus on this. It means you won't have to deal with the steep increases we saw in recent years, and you'll also likely see any home you do buy go up in value after you get the keys in hand. And that's actually a good thing. And if you're wondering how it's even possible prices are still rising, here's your answer. It all comes down to supply and demand. Even though there are more homes for sale now than there were a year ago, it's still not enough to keep up with all the buyers out there. As Redfin explains:

*“Prices will rise at a pace similar to that of the second half of 2024 because we don't expect there to be enough new inventory to meet demand.”*

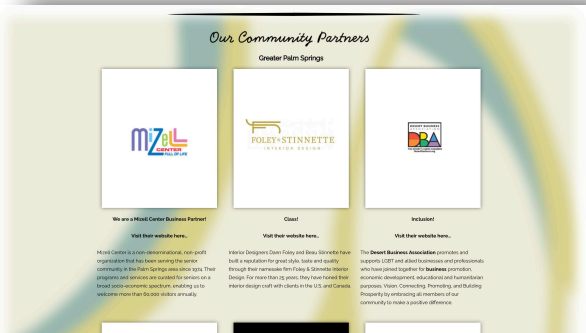
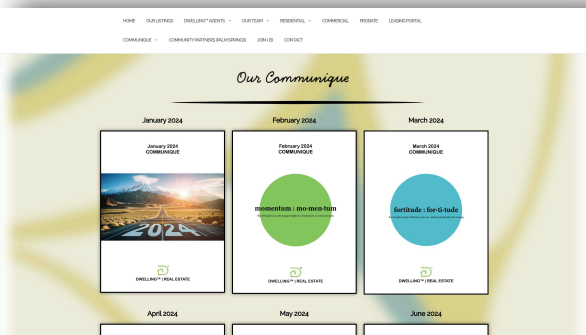
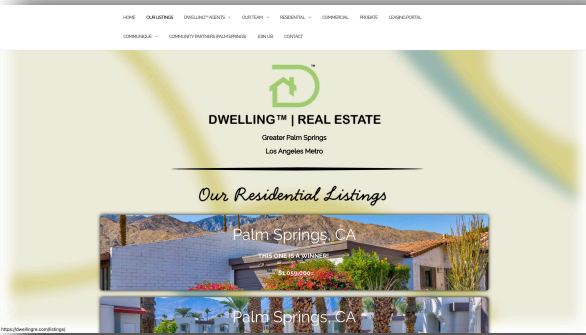
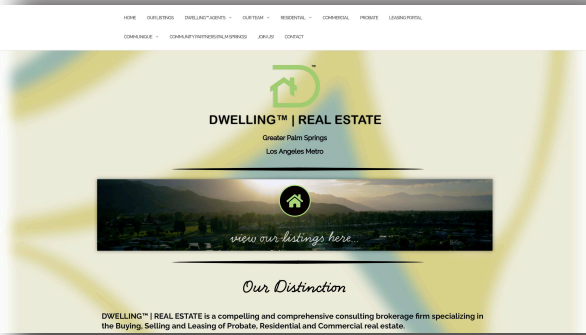
Keep in mind, though, the housing market is hyper-local. So, this will vary by area. Some markets will see even higher prices. And some may see prices level off or even dip a little if inventory is up in that area. In most places though, prices will continue to rise (as they usually do). If you want to find out what's happening where you live, you need to lean on an agent who can explain the latest trends and what they mean for your plans.

### **Bottom Line**

The housing market is always shifting, and 2025 will be no different. With rates likely to ease a bit and prices rising at a more normal and sustainable pace, it's all about staying informed. Reach out to me to get the scoop on what's happening in your area and advice on how to make your next move a smart one.

*Thinking of Buying or Selling?*

*Reach out to me.*



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Our DWELLING™ | REAL ESTATE public facing website is built on one of the best search engine platforms. It is highly dynamic and can support device responsiveness and mobile compatibility.

Among some of its many features, it hosts listings, videos, flyers, offering memorandums, 3D tours and location maps, client check in pages for listings, images, our press releases, reports, contacts, community partners, office locations and our Leasing Portal and COMMUNIQUE.

You will also find individual agent sites within and a roster of executive, business service and support profiles.

Our analytics prove that is a very user friendly, well received and an enjoyable experience for clients, vendors and other interested partners.

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and outstanding legendary customer service.**



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