



StartingPoint Realty Turns First Time Homebuyers' Dreams into Reality

For many young people today, the dream of owning a home seems to be just that—a dream. The media is full of stories about skyrocketing sales prices and creeping interest on mortgages. The implicit message seems to be that if you're not in the real estate market now, you'll never get in.

Ryan Gable begs to differ. Gable, who founded StartingPoint Realty in the Chicago suburb of Palatine in 2004, has made it his mission to educate and empower first time homebuyers to invest in a nest be it condo, town house or single family home. Gable is closing in on \$7,000,000 in sales, most of them to first timers.

"We're the only real estate office in the Chicago metropolitan area targeting first time purchasers," states Gable. "I started the business because so many of my peers felt there was no way they could afford to own and I took on the challenge of proving them wrong."

StartingPoint Realty holds free home buying seminars geared to novices. Everyone is welcome to attend and there is no pressure to buy although, notes Gable, many attendees are surprised to learn that there are lots of creative financing options available to them. Seminar topics include credit ratings, pre-approval, roles of the real estate agent, how to search for properties, negotiation, signing the contract and closing. Gable comments, "Most of the people who come to these seminars are tired of renting. After learning about the possibilities, if they want to start searching, I'm here to help. If not, I'm always happy that they came and learned something."

Because most of his clients are new to home buying, Gable works hard to make sure they understand every step of the process. Clients rave about the level of service and personal attention they receive. One woman was flabbergasted that Gable took time to show her a property on the day of his daughter's christening (he did attend the ceremony first).

Since nearly half of StartingPoint Realty's clients are newlyweds, Gable offers an array of services geared to the bride and groom. He has set up a program that makes it easy for the couple's friends and relatives to donate to a down payment fund. In addition, StartingPoint will also donate to the fund once the amount reaches a minimum of \$1,000 before closing. He even has a registry card that can be mailed to wedding guests explaining the program.

First time buyers will find lots of information and resources at www.startingpointrealty.com where they can also sign up for a free monthly newsletter, *The Elbow Room*, "a guide for attaining space that you can call your own."