

We are happy to report that in the two and a half weeks since its launch the “5 Steps” page has received over 600 unique page visits and we have distributed over 300 posters to 45 organizations throughout Wyoming. 30 of the 45 also requested the Power Point presentation. In addition, the statewide news media have picked up the story because of the unique partnership between the six housing-related industries and the “Buy NOW” campaign has been featured on Wyoming Public Radio, KCWY TV News (twice!), KTWO TV news, KGWN TV news, as well as multiple newspapers and radio news segments throughout Wyoming. There is also a statewide radio and newspaper advertising campaign being conducted.

In short – the word is getting out! We would like YOU to participate in the campaign along with us, your association, and the many other offices and organizations that are already participating (and receiving the benefit of additional exposure).

All you have to do to participate is send an e-mail to communications@wyomingcda.com requesting the number of “Buy NOW” posters you would like and/or the Power Point presentation. That’s it! Once your order is placed, your organization’s name, town, and website link will be placed on the “5 Steps” page. When ordering posters, please include the number of posters you would like (up to 20), your mailing address, and whether you would also like the Power Point e-mailed to you.

This campaign will run through June 30 – so there is still plenty of time to get the word out!

We hope to hear from you soon. Have a great day!

FYI - Here is the short write-up that was released yesterday on Wyoming’s housing market in the “Economic Summary” compiled by the Wyoming Economic Analysis Division:

“Lagging the national trend, Wyoming’s hot residential real estate markets have eased somewhat since late 2007 with increased inventories and lower transactions in many communities. Layoffs and tight credit have made homebuilders cautious. Inventory build-up and weak demand have led home sellers to accept lower prices. However, Wyoming was still one of only a few states in the nation where home prices showed appreciation in 2008. Since the beginning of 2009, home construction and existing home prices have dropped even further. Residential construction permits have shrunk back to a level last seen at the beginning of the decade. As the U.S. home price stabilized further with an annual decline of just 1.2 percent, it dropped 6 percent in Wyoming for the fourth quarter. As a result, the price contraction in 2009 in the State was the deepest decline since the late 1980s. However, Wyoming homes will retain most of their value despite the weak pace of sales and prices. Growth in affordability and relatively few foreclosures will help protect residential real estate from significant declines. Strong population and income gain, and the lack of reliance upon non-prime lending to sustain home sales in recent years have left Wyoming with few cracks in the foundation of its housing market. Indeed, Wyoming was still in first place throughout the country in terms of cumulative five-year home price appreciation in the fourth quarter of 2009.”