

## REAL ESTATE

### HouseRebate.com CEO Puts Knowledge Into Book

Brian Yui, the San Diego-based chief executive officer of **HouseRebate.com** and an author, wants you to buy a home. And, yes, he thinks you can do it – if you know what you're doing.



Brian Yui

Yui, his writer-editor Lori Shaw-Cohen, and a cadre of national real estate experts have published a book called "Home Buying by the Experts - The Pros Make Your Dream Home a Reality."

The comprehensive chapters cover everything from the intricacies of mortgages and credit, creative financing strategies, home inspections and contracts, tax benefits, and even moving made easy.

As for San Diego's current housing market in general, Yui, an Encinitas resident, said, "I think, if the economy stays the same, we should have single-digit appreciation of about 1 to 3 percent.

"The high-end traditionally has been the most susceptible to the downside," he added. "Not many people can afford it, but it can be counteracted by foreign-

ers who are more likely to invest here because of the dollar. We are pricey, but not as pricey as Hong Kong and London. It's a good deal."

Yui thinks San Diego might be at the end of its condo conversion craze, having gotten into this trend early.

"San Diego is pretty much tapped out," he said. "I don't think we'll see as much growth."

Creative financing plans, some of them with no down payments, can help renters jump into the market, said Yui, and can be helpful. Just make sure you'll be able to afford the higher interest rates down the road after you sign that adjustable, interest-only deal, he said.

Also, when buying a home these days, be willing to make a long-term commitment.

"If you think you'll be selling in the next three years, you'd be better off renting," said Yui. "Ten years is a safe length of time."

If you're a real estate specula-

tor in San Diego who likes to flip homes to make a quick profit, beware.

"Speculators should be very cautious in today's market," said Yui.

"We are probably more susceptible to a slowdown than in other parts of the country."

All in all, Yui said it's a good time to buy.

"A big mistake is, people look at a house, and then want to do all the research about schools, construction, and other things," he said. "It's better to make an offer, go into escrow, and then do your due diligence.

Otherwise, the house might not be there when you go back."

The 224-page book, published by Quantum Leaves Publishing, retails for \$14.95, and is available at [www.amazon.com](http://www.amazon.com) and [www.barnesandnoble.com](http://www.barnesandnoble.com).



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