

September 24, 2007

Our perspective plays such a large part in our emotions and our actions. Yesterday, while driving back from L.A., my husband and I tried to find the AZ. Cardinals vs. Baltimore Ravens football game. We found the game on satellite, although it was the broadcast from Baltimore. Perspectivehmm The broadcasters marveled at the talents of Ray Lewis as he hit one of the Cardinal's players "into yesterday" and raved about the excellent play that their defender made on the Cardinal's receiver in the end zone to deflect a pass from a certain touch down. They rooted for the referees as they called a "helmet to helmet" penalty against Adrian Wilson which gave the Ravens the extra 15 yards they needed to kick the winning field goal. There was true jubilation as the Ravens "pulled this one out."

Imagine my surprise, when we got home and we watched the highlights on the news and read the sports page the next morning!! Ray Lewis almost killed a guy that didn't even have the ball and the talk in Phoenix was of a spearing call, the end zone deflection was obviously interference and the "helmet to helmet" was an excellent shoulder tackle, and we got robbed by the refs. Ah, yes, perspective!!

We hear quite a bit of talk in the news about the horrible market and the dreaded recession that's just around the corner. I am not an economist, just someone that's been through quite a few of these "adjustment" periods. We needed an adjustment from the over zealous market and we are getting one. The very, very lucky thing that we, in Phoenix have is people and companies, which include jobs, still want to move here. That means we still have housing needs, especially rental housing needs. We may be seeing asking prices stretched a tad too high at the moment; but that's all part of the market adjusting. Last week, I mentioned we have been seeing a ton of price reductions in the last six months; but that's okay, that's all part of the market adjusting. Our prices have been way ahead of our income for quite a while. It's okay to take a breather. We want our apartment owners here in Phoenix to do well, be successful and prosper.

As you can see, my perspective is "Phoenix is Good!"