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Location. Location. Location.

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Everyone knows the old adages that “all real estate is local” and “location is everything.” This has been downplayed lately in the national cable and print news, but the Greater Fort Worth Association of Realtors aims to change that.

Like so many other things in Texas, the real estate market in our state, and here in Fort Worth specifically, is just different from the national housing statistics that are being reported. National news doesn't report that the Texas economy has added jobs when reporting about overall national employment. But they should.

In this larger, often darker picture, Fort Worth remains a unique and bright light. Our local environment is set apart from elsewhere in the country because of some key factors. Texas continues to experience job growth, despite continued job losses nationally, and has the second-largest economy in the nation as judged by GDP. Especially in the Fort Worth area, business and tourism continue to draw diverse people and industries. Our local economy continues to see good performance in many industries ranging from oil and gas to professional and business services to leisure and hospitality.

In the midst of the economic and real estate distress felt by much of the country over the last year, Fort Worth real estate values have endured. Like we've been saying all along, it's all about location. Real estate markets may be struggling in some places, but if you are living in the Fort Worth area, you're lucky! It's a good time to be living, buying, and selling in Fort Worth.

Local homeowners or potential buyers and sellers shouldn't put much stock in national real estate headlines. The national news has created an environment of doom and gloom that might have some people in Fort Worth believing it's a bad time to make real estate decisions, but that belief couldn't be further from the truth!

The Greater Fort Worth Association of Realtors wants to clear up these misconceptions and help people take the decision-making power away from the national headlines and put it back into their own hands. Make your own checklist of why Fort Worth is a great place to live and work. We're lucky to be in Fort Worth!

Our local Realtors are here to advise and consult with you as you decide the best course of action for your future homeownership goals. To learn more about the facts and realities of great local options available to you

or to get current, accurate information about the Fort Worth market for yourself, visit www.gfwar.org or www.TexasRealEstate.com. Once you recognize the real facts about Fort Worth, we know you'll see what a great place it is and join us in saying, "Thank Goodness It's Fort Worth!"

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