

Real Estate News Bulletin

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First Impressions: Make Your Home Stand Out

First impressions at house showings are everything; when there is an excess of inventory on the real estate market, you need to make your home the one buyers just have to have – you must be the standout. Here are some ways you can do that.

Give your Realtor talking points – say what's good about your home. Maybe it's in a prime location with access to great schools and amenities, has a bustling nightlife, or enjoys a private, quiet setting – whatever you think is great about your home.

Show you care about your home – make it loved, and make it show. Make sure that your house is sparkling clean for every showing and impeccably maintained.

Get rid of any trash and clutter – open up your home to make it feel more spacious and sell yourselves as conscientious homeowners passing down a family treasure.

Don't let anything in or outside of your home be in disrepair – because you'll give the impression that this is a home not worth caring about.

Cleaning your home for every showing is absolutely critical to selling it at a favorable price.

Putting Your House Up For Sale? Get These Essential Tips



If you want to get the best price for your house, it's essential to prepare it for sale. Homes that have been "staged" go for a lot more money... and sell much more quickly, too.

Just call me at 818-755-5546 and I will be happy to meet with you and help you discuss the best way to stage your home for a quicker sale.

5 Rules That Will Help Tame That Tangle of Cables

Until all electronic devices are wireless, cables will be everywhere. They hang off desktops and lay tangled underfoot. They collect dust and create fire and injury hazards. Luckily, cables can be tamed.

Label cables: Before unplugging all of your equipment, label the cables. Prepare for organizing by getting the things that you'll need, such as a flashlight, Velcro, and cable ties and sleeves.

Divide and conquer: Divide cables into groups of USB, audio and power. Audio cables that cross power and USB cables should do so at right angles. Parallel placement could cause interference with audio equipment. If you have many USB devices, simplify their connections with a USB hub. USBs can also be plugged one into another, or daisy-chained, so only one power cord is needed for all.

Ties and sleeves: Cable ties are handy for binding excess wire. Cords of a similar kind can be run through a cable sleeve – a long tube with a slit down its length. Foam pipe insulation makes an inexpensive cable sleeve.

Left, right and under: If cables run off both sides of your desk, use separate surge-protected power bars on left and right. Secure power bars to the floor with screws or Velcro. Fasten cables to the underside of the desk, where they won't become unsightly tripping hazards. When running cables along walls, tack them into place or hide them behind crown molding with a product like WireTracks.

Be vigilant: Once your wiry beast is tamed, be vigilant as new peripherals are added.

How to Use Lighting to Make Your Home Sell

Exterior lighting showcases your home for prospective buyers, and provides additional security and enjoyment for you. In a buyers' market, good lighting gives your home an advantage. Use these tips to make it more attractive after dark.

Focal Points

- **Doors.** A well-lit door says "come in" better than any welcome sign. Top-shielded lights give visitors a clear view of the steps and make their faces visible to you.
- **Walkways.** Put lighting low to mark the way. Solar lights are a popular choice.
- **Activities.** Light outdoor areas used at night, such as a barbecue or patio, with shielded overhead fixtures.
- **Features.** Beautiful trees, landscaping and architectural aspects can be brought out with spot lighting. If you light from below, called uplighting, be cautious that the effect remains harmonious with the overall design.

Less Is More

- **Brightness.** Bright lights are blinding. Observe the light of a full moon to know how much light to use.
- **Color.** Use color sparingly or not at all. It's much simpler to get a good effect with white light.
- **Pollution.** Consider light pollution. Walk the property at night to see how much light spills into the neighbors' yards, the street and the sky. Direct and shield your fixtures accordingly.
- **Energy.** Consume less energy by replacing incandescent bulbs with energy-efficient compact fluorescent ones. Explore alternative power, such as solar and gas. Rather than leave lights on perpetually, regulate them with timers and motion sensors.

Assistance

If hiring a professional is within your grasp, search for a local outdoor lighting expert who can walk your property with you and quickly make improvements.

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Wondering How Much Your Home is Worth?

If you're wondering what's happening to prices in your area, or you're thinking about selling your house, I'll be able to help.

Just give my office a call for a no-fuss, professional evaluation.

I won't try to push you into listing with me or waste your time.

I will just give you the honest facts about your home and its value.

I will also give you the "inside scoop" on what's happening in the housing market near where you live!

Just give my office a call at 818-755-5546 to arrange an appointment.

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Thanks for reading! If you'd like to tell me what you think about this newsletter, or if you're thinking of buying or selling real estate, please get in touch.

