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Second Quarter 2017 - Spring

Our World is Topsy-Turvey!

As this newsletter goes to the printer it is 72° and the trees are budding out. Probably by the time you read this, though, we will have 6" of snow on the ground! I'm not complaining - I have enjoyed the early spring and the beautiful mornings. Real estate has responded positively as well. The market is strong but the inventory is very low which makes it difficult to find the homes people want. This is a sustainable market, however, which is always a good sign. According to a study done by Realtor Magazine in March 2017, Colorado and Texas claimed nine out of the top 10 best places to sell a house. Researchers evaluated 161 cities with populations greater than 150,000 on factors such as change in median home value, average days on the market and closing costs. On the top list of 15, Denver came in at number one, Fort Collins at number 2, and Colorado Springs at number 5. If you have ever thought of selling, now's the time.

Homesellers and Online Dating

It's no secret that the internet has revolutionized real estate. Similarly, many people agree that online dating sites have transformed the process of dating and finding partners. In fact, homeowners looking to sell their homes could take some cues from such platforms as eHarmony and Match.com.

Prior to the worldwide web becoming such an integral part of our lives, people met face-to-face. They attended the same schools, churches, social events, and work places. However, with increased mobility the ability to foster meaningful relationships decreased. Speed of life increased and society moved from rural to city-centered. Enter online dating sites.

Although initially ridiculed, online services have become an accepted avenue to find suitable life partners. Here a prospect is only as good as his/her profile: the better the information and pictures, the higher the probability of a match. Once couples connect and cement their relationships, the next logical step is to go back online to find a home. They no longer have time to leisurely tour open houses. They search online ads and create a short list of possibilities. Properties with extensive preparation, high quality pictures and detailed information are the ones most likely to get a "date." With so many buyers looking for move-in ready homes, properties that shine are the ones that get picked. Image matters so consider these three recommendations:

1. **Properly prepare** - Most people wouldn't dream of showing up for a photo shoot in a stained T-shirt with unkempt hair. Homes are the same. Homeowners should do everything within their budget to make their home look as good as possible.
2. **Hire professional help** - Want to make an impression on a dating site? Don't cut your hair yourself. Hire a professional. Want your listing to sizzle? Hire a property prep professional (Realtor®) who will help establish a budget and then coordinate the process so the home sizzles.
3. **Take professional pictures** - Keep your selfies on your phone. Get studio-quality shots and a 3-D tour, if possible. Unfortunately, like it or not, how a home looks online dictates whether or not it ends up with the perfect match.

Carl Medford, CEO of The Medford Team, The Residential Specialist, 2/2017

The Real Reasons Barns Are Red, the White House Is White, etc.

Ever wondered why some paint colors are firmly attached to certain places. Realtor.com recently uncovered the stories behind why barns are always red, why the White House is white and some other color-coded mysteries around the world.



Red is a popular color for barns due not to its color shade but for its usefulness. Many years ago, choices for paints, sealers and other building materials did not exist. Farmers had to be resourceful in finding or making a paint that would protect and seal the wood on their barns. Many farmers would seal their barns with linseed oil, which is an orange-colored oil derived from seeds of the flax plant. To this oil they would add ferrous oxide, or rust, since that was plentiful on farms and killed fungi and mosses that might grow on barns. It was very effective as a sealant and turned the mixture red in color.

Why is the White House white? Myth says the President's home was painted white to cover up the British attempt to burn it in 1814. Truth is the house was first painted with a lime-based whitewash in 1798 to protect it from freezing.



Why are roofs in Greece blue? White limestone plaster walls reflect sunlight to keep the homes cool. A little bit of blue pigment called loulaki, tones down the whiteness of the walls. It certainly adds to the beauty of the area.

Why is the Golden Gate Bridge orange? Actually it is International Orange, a color unique to this landmark. The bright color makes it visible in San Francisco's infamous fog to ships crossing beneath it.

Animal House

I'm sure many of you know by now that I am a true animal lover and that I confess to owning two miniature dachshunds who rule my home. It seems I am not alone!

Many Realtors® will tell you that when it comes to buying, selling, and/or renovating, it's an Animal House. According to a 2017 report from the National Association of Realtors®, 81 percent of respondents said that animal-related considerations play a role when deciding on their next living situation. When someone buys a home, they are buying it with the needs of their whole family in mind. Ask pet owners, and they will enthusiastically agree that their animals are part of their family.

Likewise, when it comes to selling, the report found that animals have a moderate to major effect on selling a home. Most Realtors® advise animal owning sellers to always replace things in the home damaged by an animal, have the home cleaned to remove any animal scents and remove animals from the home during an open house or showing.

Similarly, nearly half of all respondents to the survey indicated they had completed a home renovation project, such as the addition of fencing, a dog door, or laminate flooring, to accommodate their animal.

Jane Dollinger, NAR Media Contact

"A true friend is someone who thinks that you are a good egg even though he knows that you are slightly cracked"

Bernard Meltzer



Barbara

