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The median price of a single family home is up 34.1% from a year ago & the condo median price is up 35.6%. We see families moving out of California because only 21% of households can afford a median price home. If you or someone you know is considering moving out of the area don't take a chance on an unknown real estate agent. Century 21 has a referral network in which only the top agents participate. Call us and we can refer you to one of these top Realtors so you can be sure you are working with the best.



Pros and Condos

It's a good time to own a condominium -- the housing market in general has stayed strong through both upturns and downturns in the recent economy, and not only have sales of condos been on the rise, but their value has been appreciating at a comparable rate to that of single-family homes.



These facts make it a good time to sell a condo, too, and not just economically, but historic! ally: with America's most numerous generation, the baby boomers, entering retirement age, the demand for lower-maintenance housing is growing, and condos are custom-made for that preference.

Even with all these advantages, though, you can't count on a condo to sell itself - it will need help from your skill and your judgment. Here are a few things to bear in mind:

* "Curb appeal" may have to come indoors -- exterior conditions are decided by your condo association, so while you'll want to influence that as much as possible, you have full control over preparing your own property's interior to impress.

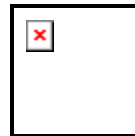
* Doing this involves one of the standard rules for selling any home: reduce clutter, knick-knacks and even furniture so the potential buyer gets a feeling of roominess and can picture their own belongings being at home here.

* Space is more at a premium in condos than in houses, so aid the sense of spaciousness with generous lighting,

Safe Home

Security is on everyone's mind these days, and while no one wants it to rule their life, a little common-sense preparation can set some safeguards in place that you don't even need to think about.

Homeselling is of course one activity in which people have always considered security -- strangers are coming through your home, and you want to make sure there's nothing for either them or you to feel uncomfortable about.



Before showing your home, remove valuables or lock them away. Don't specify the times you're at

home and away on any answering-machine message or printed materials. Show the home to one group at a time, to better keep track of everyone's whereabouts and give them personalized attention.

Setting these parameters may make the idea of using a real estate professional even more attractive -- people understand the limitations on an agent's time, his or her need to obtain background information on prospective buyers, etc., and so using a professional may make customers feel more at ease with your set schedule and other safety measures.

A real estate agent is also another pair of eyes looking out to keep your home safe, and is likely to become known in the neighborhood, encouraging your fellow homeowners to keep an eye out too -- not to mention helping spread the word that you have a property for sale amongst a wider pool of potential buyers.



This is the busiest home selling and buying season. If you're ready to make a move, call us! You'll be pleased with our service and hard work.

airy window treatments, light paint colors, and maybe more mirrors.

* Above all, be reasonable -- the rising resale value of condos makes them an attractive investment for first-time homebuyers, so don't price yourself out of this readymade market. A real estate professional can advise you on what prices work most profitably and realistically for your area.

Efficiency Measures



A dollar saved is a dollar earned -- and energy saved can mean thousands. Ceiling insulation can reduce your heating bill by 20 percent; sealed double panes on windows can gain you a utility rebate; and plugging holes in ventilation can conserve up to 40 percent of your heating and cooling energy.

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