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Central Valley Real Estate Trends



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5 Mistakes Sellers Should Never Make...

Trying to sell a home in today's market requires courage, smarts, and a fair amount of humble pie-eating. It is a buyer's market, which means sellers must be on top of their game and not let an opportunity slip by. So if you are trying to sell a home, be sure you:

1. Don't move out with your furniture. Nothing sells worse (and by worse, we mean for less money and takes much longer) than an empty house. Think about all those new developments you have toured and which one looked best? The ones with the furniture in them. Empty houses are cold and depressing. The rooms might look bigger without furniture, but they are also soulless. Plus a house recently stripped of wall hangings often screams "paint me" at the top of its lungs!

2. Don't assume home-staging is just for the wealthy. Getting back to point No. 1, you want the house to look good - professional home-stagers are the magicians of the modern-day decorating world. They move things around, bring in a few pieces, stash away some of your stuff and -voila! - your house looks inviting to a would-be buyer. Staging is something you should consider if you do need to move out your furniture.

3. Don't think your dog doesn't smell. Not everyone shares our affection for our four-legged friends. Pets need to be removed for showings. Crate them and leave the crate in the garage. We often grow immune to smells that we live with. Steam clean the carpets and upholstered furniture: launder the bedspreads if Fido has been known to sneak up on the bed. Ask a pet-less friend to give your house the sniff test.

4. Don't think that buyers will understand that you have kids and tolerate a little less mess and clutter. It is just not so! The perfect house showing is one where personal affects are missing. Your son's Little League trophy needs to be in the garage packed in a box ready for the move. You want the buyer to be able to envision themselves living in this house. Having clean bathrooms and kitchens are most critical - nothing turns off a buyer than dirty dishes in the sink or bathrooms that need a good cleaning. Remove items from closets and start boxing for the move.

5. Don't price the house based on what you need to get out of it or what you think it is worth. Price it based on what it will sell for. Market conditions are constantly changing so update neighborhood market trends periodically. Otherwise, what's the point of chasing the dog around with a can of Lysol and making your

What Is A QR Code?

Have you noticed those square bar codes on ads lately? They are called *quick response codes*, and they are free to create through various Web sites (try www.qrstuff.com or <http://qrcode.kaywa.com>). When you create the bar code, you give it a destination URL: as smartphone users scan the code with their phone's camera, they are automatically taken to the Web site. Some smartphones have built-in QR readers. Otherwise, you can download a reader free from your phone's app market or sites such as BeeTagg, ScanLife, NeoReader, QuickMark, UpCode, MobileTag, or Zxing. We are including our QR code on yard signs, print advertising, property flyers, and soon to be on our business cards.



Instead of typing in www.TurlockHomeFinder.com, you can now scan the QR code with your smartphone and it will take you directly to our Web site. Give it a try.

Ten Pin Fun Center Update...

The re-zoning of the site has been completed. The 52,000 sf 34-lane bowling, sports grill, and family entertainment center will be located on nearly 5 acres adjacent and behind the Rite Aid Shopping Center at the corner of Crowell Road and Monte Vista Ave. Start of construction is scheduled for the Fall of 2011 with opening planned for Summer of 2012. For current information, signup to be a "friend" on **Facebook** - type in [Ten Pin Fun Center](https://www.facebook.com/TenPinFunCenter) and join the over 770 Ten Pin Fun Center friends.



"News That You Can Use" Email Alert...

As an added service to our clients, we have initiated a weekly email update that provides economic news, interest rate trends, and real estate facts and figures. This one-page update is emailed every Monday and summarizes economic events that impact our real estate market. If you are interested in receiving this weekly email update, please contact us and we will add your name to the list.