

realtyreport®

Compliments of Donna Reilly

Weichert, Realtors



DONNA REILLY
Sales Representative

Weichert, Realtors

350 Nassau Street
Princeton, NJ 08540

Office: 609-921-1900
Cell: 609-462-3737
DonnaReilly@weichert.com
www.West-Windsor-Homes-NJ.com

Greetings! You're receiving this newsletter with hopes that you find it informative and entertaining.

If you're thinking of making a move, or are just curious as to real estate trends in your area, please feel free to call me at any time on my cell at 609-462-3737. And remember, up to the minute West Windsor real estate information is always available at West-Windsor-Homes-NJ.com or [Facebook.com/West.Windsor.Homes.NJ](https://www.facebook.com/West.Windsor.Homes.NJ).

All the best,

Donna Reilly



Cell: (609) 462.3737 • Home: (609) 860.8498
DonnaReilly@weichert.com • www.DonnaReilly.com

POSITIVE HOUSING ACTIVITY FORECAST

Although the severe weather patterns experienced at the start of this year directly impacted housing activity, the forecast for the rest of 2014 and into 2015 suggests an uptrend, based on healthy underlying housing demand.

Home sales warmed up as the weather did earlier this year, prompting Lawrence Yun, National Association of REALTORS® Chief Economist, to comment in late spring that, "Some growth was inevitable after sub-par housing activity in the first quarter, but improved inventory is expanding choices and sales should generally trend upward from this point."

Yun added, "We'll continue to see a balancing act between housing inventory and price growth, which remains stronger than normal simply because there have not been enough sellers in many areas."

What are market conditions like in your area – is it a buyer's market or a seller's market? Housing activity can vary substantially between states and from region to region within those states. When considering a move, start with all the facts in hand. Remember that you are welcome to call anytime to get an update on local home inventory levels and the most recent buying and selling activity in your particular area.

Let's find out what's going on in your neighborhood, whether you're buying, selling or "just looking"!





A PALATABLE PALETTE

Few things have a greater impact on the atmosphere of a room than the color of its walls – maybe that’s why picking paint can feel so daunting. But with the help of these tips, you’ll be able to pick your paint colors with more confidence and get results you can happily live with for longer.

- First – or perhaps it's more appropriate to say last – don't choose your wall color until you've decided on the other, more permanent elements of your décor, like your flooring and furniture; unlike these elements, paint is relatively inexpensive and easy to change. It's much easier to match your paint to your carpeting and upholstery than the reverse, as paint is available in literally any shade and your local paint or home improvement store offers custom color-mixing – just bring in a sample, like a fabric swatch, for them to match.
- Familiarize yourself with the color wheel. It's a very useful tool that'll help you understand concepts like warm and cool, active and passive colors, complementary colors, located opposite each other on the wheel, which really make one another pop when used together due to their high contrast, and analogous colors, located next to each other, which share a hue and combine to a more harmonious effect. When you understand the wheel's fundamental concepts, you're better equipped to pick color schemes that achieve the look and feel you're after.
- Ask yourself some questions about what you need the room to do and be. Want that small and/or dark room to feel bigger and/or brighter? Stick to light, bright shades. Wish that big, open-concept space felt more cozy? Opt for darker shades. Will your bedroom be a relaxing retreat or place of passion? This is where your color wheel really comes in handy – passive or cool hues like blue and green have a soothing effect, while active or warm hues like red and pink have an invigorating effect.
- Paint chips may be free, but it's well worth the few bucks it costs to buy actual paint samples you can try on for size. If you don't want to apply them directly to walls, you can always paint over some white poster board and tape it to your wall; this may be preferable as white backgrounds give the truest color rendition. Just be sure you apply your samples or hang your poster board on the very wall(s) you'll be painting, which leads us to our next and last point..
- Consider the effect different types and levels of light will have on your paint choices. Check out your samples in morning, afternoon, evening and night light; cooler, paler hues, for example, won't produce as much glare when exposed to lots of sunlight. Move your samples around as necessary (another advantage of using poster board) to see how the color looks under natural light, which shows color at its most true; traditional incandescent light, which casts a warm, yellowish pall; and fluorescent light, which casts a cool, bluish tint.

FILE UNDER “TO BUY”

Make homebuying less stressful – get organized! Create a homebuyer’s file in which you can gather together all the paperwork and information you’ll need throughout the homebuying process, including (but not limited to):

- Contact information for those people and services you’ll need throughout the process, like your real estate representative, mortgage representative, insurance broker, home inspector and moving company.
- Your credit report, as well as any correspondence you made or received in an effort to expunge omissions or errors (which are not uncommon) from your report.
- Documents needed to process your mortgage loan, such as a letter of employment confirmation, pay stubs, bank statements, proof of additional income sources (e.g. rental properties, child support), tax returns, statements of assets (e.g. vehicles, real estate) and liabilities (e.g. student and credit-card loans).
- The pre-approval letter you received from your mortgage lender, which tells you the specific amount of money you may qualify to borrow.
- If you sign one with a real estate representative, a copy of the buyer’s agreement, which spells out the terms of the agreement, compensation, and the respective parties’ duties.
- Copies of your needs and wants checklist, so you can take one to each property you view.
- Any photographs you took or notes you made about properties you visited.
- Information about prospective neighborhoods, such as details on schools, crime rates, recreational facilities, places of worship and transportation.
- Property surveys, if you’re buying a house.
- Copies of the rules and regulations for any homeowner’s association or condominium you’re seriously considering moving to.
- Copies of inspection reports and appraisal reports.



LET ME TAKE CARE OF THAT!

Deciding to sell is a big decision, not only financially but emotionally. Because of that, some sellers have been known to unconsciously thwart the efforts of the very real estate representative they’ve hired to sell their home. For the best results, please note the following seller guidelines, and entrust the home selling to your sales representative.

- **DON’T** price the property based on personal factors. Should you price based on sentimental value, your financial needs or what a friend thinks you should be able to get, instead of on the facts and figures your real estate representative provides via a comparative market analysis (CMA), you hinder your rep’s ability to sell your property quickly.
- **DO** make the home easy to show. Your real estate rep’s marketing plan has generated a lot of interest in your property – great! But if, for instance, you establish very limited viewing hours or cancel appointments, you can make it difficult for your sales representative to show your home, and the harder it is for them to show, the harder it is for them to sell.
- **DO** make sure the home shows well. Even if your home is easily accessible for showings, should you neglect to clean and declutter it, neutralize its décor, and make necessary repairs, it may not show well.
- **DON’T** deal directly with buyers. One of your real estate rep’s many services is to pre-screen buyers for qualified candidates on your behalf, keeping the negotiation process objective and on task.

Let’s work together to make your real estate experience as smooth and efficient as possible!

OUTDOORS, IMPROVED

While kitchens and bathrooms are still tops when it comes to home improvements, homeowners are increasingly realizing the benefits of outdoor living spaces. What could you gain from outdoor upgrades?

The most obvious and immediate benefit is the increased enjoyment of your property. Outdoor improvements can expand your home's livability, providing additional space that can be used for escaping the stresses of the day, for reconnecting with nature, for family activities, or for entertaining guests.

Speaking of entertaining, an outdoor living space can be a great way to save money in the long run, as it encourages and facilitates spending more time at home. Why go to a restaurant when you can fire up your outdoor kitchen and serve up burgers poolside? Why go out to the bar when you can have drinks under the stars at home? Why pay for a venue when you can have the kids' birthday parties right in your own backyard?

Another benefit of investing in an outdoor living space, though one not realized until you decide to move, is that it may help boost the resale value of your house by increasing its appeal in the eyes of a greater pool of potential buyers. Keep in mind, though, that your main motivation for making such an improvement should be increasing your home's value to you, rather than to other people.



Terminology Tip

CONDITIONAL OFFER — A condition of sale, agreed to by both the buyer and the seller, that is included in the offer to purchase a property. The time-limited agreement stipulates that the property sale is subject to meeting specified conditions, which could include a home inspection, confirmation of mortgage financing or the sale of the potential buyer's own property.

The information and opinions contained in this newsletter are obtained from sources believed to be reliable, but their accuracy cannot be guaranteed. The publishers assume no responsibility for errors and omissions or for any damages resulting from the use of the published information. This newsletter is provided with the understanding that it does not render legal, accounting, or other professional advice. Not intended to solicit properties or businesses listed for sale and agency agreements in place with other real estate brokers. Whole or partial reproduction of this newsletter is forbidden without the written permission of the publisher. © Market Connections Inc.® 2014, Phone: (800) 387-6058.

Compliments of Donna Reilly

Weichert, Realtors



DONNA REILLY
Sales Representative

Please don't forget to visit West-Windsor-Homes-NJ.com or Facebook.com/West.Windsor.Homes.NJ where you will find valuable and timely real estate information, including up-to-the minute West Windsor closed sales. I hope you find these sites helpful, and would welcome any suggestions or comments you may have. Please feel free to call me any time at 609-462-3737, or send me an email at DonnaReilly@weichert.com. It will be my pleasure to be of service to you.

Office:
609-921-1900

Cell:
609-462-3737

West-Windsor-Homes-NJ.com
Facebook.com/West.Windsor.Homes.NJ