

WHAT'S GOOD... IN REAL ESTATE

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A Full Service Real Estate Company

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QUOTE OF THE DAY

"The excellence of a gift lies in its appropriateness rather than in its value."

-Charles Dudley Warner

FUN FACTS

IF YOU RECEIVED ALL OF THE GIFTS IN THE SONG "THE TWELVE DAYS OF CHRISTMAS," YOU WOULD RECEIVE 364 GIFTS.
 Found at christmas-celebrations.com



When a Lease Option Makes Sense



Harry
Chrysanthou -
BS, PM, DBB,
and Branch Manager

Generally, the question of lease option vs. purchase needs to be answered within the context of the long term goals of the company and the prevailing market conditions in the area of operation.

Work with a good commercial real estate agent to get an answer to the following questions: What is the cost differential of a long term lease (20 years+) versus owning in the area? The answer will assist in evaluating the route that makes best financial sense. The next question is: what is the trend

regarding real estate values? If values are escalating and the decision is ultimately to own, then lease/option is very definitely a likely choice.

The final decision regarding whether to choose a lease/option is based on liquidity of the company. Securing a lease/option offers the buyer predictability of future obligations with the exception of what interest rates will be in the future. Most lease options may be exercised anytime during the option period so buyers could shift gears if they decide that they'd want to lock in favorable loan terms.

The biggest benefit of the lease/option is maintaining liquidity, especially for new companies establishing

themselves in new markets. You'd lock in the right to acquire the property at an agreed upon value with little room for changes that go on in the market.

Today's economic environment make it more favorable to buyers to secure lease

"What is the trend regarding real estate values?"

options than in the past, so if you're in the market and need input to decide which is the best route for your goals feel free to call on a specialist at The Russell Group to assist you.

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You Asked We Answered

Q: Are there still homes available that are not in HOA's?

A: Yes. However, not in most new home communities. While the law does not require it, new home builders usually include an HOA to help maintain the community long term. If one is looking to avoid an HOA their options will often redirect them to an existing

home. Still there is another option of purchasing a vacant lot not in an HOA and building a custom home. Occasionally you may find a builder has done just that building a 'spec home', or a home built for a speculative buyer. Some buyers assume that because there are CC&R's (covenants, conditions, and restrictions)

recorded on a property that there is automatically and HOA managing to enforce regulations which is not necessarily so. Exercising due diligence is the recommended approach to be sure any home your purchase is right for you.

Submit your questions to trg@therussellgroupnevada.com

THOUGHTS FROM A
REAL ESTATE YOGI

This month my message is simple and clear...spread holiday cheer!

Wishing everyone Happy Holidays filled with an understanding and appreciation that the true gifts of the season are those one cannot see but remembers for a lifetime.



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Ideas to get your home sold during the holidays...

By Christina Caspary - Broker, C.P.M.

Selling your home requires the extra effort your competition is overlooking. You say, "I have my home listed as a short sale because I don't have extra money to do all those fancy things like staging, etc!" Yes, we understand the need to be cost effective,

especially during the holidays. So here are some simple and affordable ideas for you or your agent to spruce up the place turning your house into a home for potential buyers.

Occupied - Make hot cocoa and bake a batch of cookies to offer your guests. Be sure you bake them yourself so guests are embraced by that sweet smell when they enter; get a real tree so they get that pine tree aroma; add some decoration (even if you aren't feeling it) so they get the idea of home; turn on the holiday sounds - Frank Sinatra, Bing Crosby, or some Natalie Cole in the background; and finally...play Santa and disappear when it is time for potential buyers to arrive. Why? Because buyers may have trouble visualizing themselves living in the home if they see you as the king of their domain.

Vacant - Clearly you don't want to leave anything that will create potential hazards when you aren't around. So...get air fresheners that can be left in an inconspicuous place. Use warm fragrances to welcome them as they enter (try pine, apple cinnamon, pumpkin pie, etc.); leave your favorite wrapped holiday candy in a dish on the counter; in a separate bowl write up 'wish gifts' to grace them with a fond farewell.

And let's not forget the most important thing...clean it up! A little elbow grease goes a long way. Good luck and Happy Holidays!

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Egg Nog

1 egg
4 Tbsp. sugar
2 c. milk
1/2 tsp. vanilla
1/2 tsp. salt
1 tsp. nutmeg



Directions

Put the egg in a bowl and beat until fluffy. Add the milk, sugar, salt and vanilla. Beat mixture until blended. Sprinkle nutmeg over the top. Chill & serve.

Double the recipe for more servings. To add more flavor, you can add cinnamon, rum, brandy, bourbon, whipped cream, or grated chocolate.

Makes 2 servings.