

life@home



Century 21
MISSION-BISHOP REAL ESTATE

The CENTURY 21 Newsletter

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A Special Message:

Dear friends,

I am pleased to present you with the latest issue of **Life@Home**. Delivered to home buyers, sellers and owners on a monthly basis, this electronic newsletter is designed to give you the real estate information that is important to you. In each issue, you will find practical tips and articles related to buying, selling or owning a home, as well as the latest news on real estate trends. I hope that you enjoy this issue of Life@Home. If I can be of any assistance, please do not hesitate to contact me at **510-494-2120**.



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Sincerely,

Brad Hatton

Tips to Flip

When viewing potential investment properties, research the surrounding area and consult with a knowledgeable real estate agent. Remember, even the best flipped house will be difficult to sell in an undesirable neighborhood. Once you have found the property, secured financing, passed inspection and purchased the house, the real work begins! Here are our tried-and-true tips for a successful flip:

1. **Establish and stick to a budget.** Your budget should be realistic for the necessary work and a cushion for unforeseen expenses should be included within your financial plan.
2. **Do your homework.** Renovations often require permits and variances, apply right way, so you can start renovating, get the property flipped and sold.
3. **Develop a timeline.** If you choose to do the renovations yourself or hire a professional,



plan an accurate timeline of when your project will be complete. Time is money and an empty, unfinished house accrues carrying costs.

4. **Know your target market.** Familiarize yourself with what your target market demands, expects, and can afford to absorb the costs of your work.
5. **Focus on what sells.** Upgrade areas like kitchens, baths, entryways and facades, these spaces increase the value of a home and appeal to buyers.
6. **Stay neutral.** Don't alienate your audience with very specific choices, select color palettes, materials and appliances that have wide appeal.
7. **Leave your ego at the door.** When selling your investment, don't take it personally if viewers don't appreciate all your hard work. This is business.



Six ways to live greener and save on your electric bill this summer

These days we're all trying to save money wherever and whenever we can. Luckily, as warm weather approaches we don't have to travel at all to save big. Check out our ideas on how to save on utilities this summer.

1. **Bring in the experts.** Consult the Energy Star directory and make an appointment for a professional to test your home for leaky ducts and optimum efficiency. Depending on their results you may need to purchase new insulation or just caulk small drafts.
2. **New and improved.** When purchasing new appliances look for energy star ratings and buy energy-efficient products.
3. **Get with the program.** Set thermostats so the temperature is regulated and the system does not waste energy when no one is home.
4. **Light bulb of an idea.** Compact fluorescent bulbs and dimmers conserve energy and don't heat up a room like normal bulbs.
5. **Unplug.** Simply turning off items that are not in use is not enough. Unplug to avoid what experts call 'vampire power' that devices consume even when they're off.
6. **Everything in moderation.** Set your refrigerator to a moderate setting instead of the coldest temperature available.



Websites that are accepting donations for earthquake victims in Japan

These are a few websites that are accepting online donations to aid Japan and their recovery from the earthquake and tsunami. Thank you for your generosity.

- Redcross.org
- Unicefusa.org

- Helpthechildren.org
- Globalgiving.org
- Salvationarmy.org

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