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THE TURWITT TEAM
CREATING VALUE

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Hometalk

take5

Five surprising Factors that affect Home Values

Some of the features that increase property values are obvious - like a remodeled bathroom, a modernized kitchen, or the fact that your home is located in a very sought-after neighborhood. But here are a few features and circumstances you might not have realized that can affect property values.

1. The Neighbors

Not every neighborhood or community has a HOA (Home Owner Association) that can keep the neighbors from going overboard with decorations, color, or neglecting to care for their home. Homes adjacent to careless neighbors can potentially be undervalued. It happens every day!

2. Trendy Groceries and Coffee

Recent statistics suggest that if your home is a short walk from popular grocery stores or trendy coffee shops, can actually appreciate faster than the market average.

3. Mature Trees and Palms

A big beautiful tree or palm in the front yard is enviable, and it's not something that can be easily added to any home. Homes with mature trees, palms and nice landscaping tend to get a boost in value.

4. Parking

This isn't too much of an issue if you live on a larger lot or in a rural area, but residents in dense neighborhoods can have real problems with parking. Most driveways only have room for two cars and homeowners might not be allowed to park on the street. Many families own three or four vehicles. That's why having sufficient parking will raise property values.

5. The Front Entrance

First impressions matter to buyers - many will cross a home off their list within 10 seconds of stepping out of the car. An appealing front door area, a nice looking front door, a friendly entryway, and a nicely maintained landscaping leading to the entrance are all necessities for getting top dollar.

Decorating vs. Staging

There is a Difference between the two. Here is how to get your Home ready to sell.

Once you've decided to put your Home on the market, you're looking to quickly sell for the best possible price. One tactic that can help sell your home faster is staging.

At first, staging may seem like a real estate term that doesn't actually mean anything. Isn't staging just decoration? Well, not exactly...

Appeal to the Masses

Your home is likely decorated to your own personal tastes. It could be colorful and electric, or rugged and industrial. But when you're staging your home, rather than appealing to a specific decorating sense, you want to present your home in a way that appeals to everyone.

Tone down Personal Style

Buyers want to be able see themselves in the home and imagine how they'd make it their own. It's difficult to do that when the home is cluttered.



Unfortunately, that means less of your own style as you are preparing for your move. Cut down on family photos, bold artwork, and unusual furniture. Do some major decluttering so the buyer can see all the space and can imagine his own interior design opportunities.

Mass Appeal doesn't mean "boring"

Your staged home can still be colorful, just stay away from extremes. If you paint, stick to whites, grays, or neutrals.

Add flourishes of color with window treatments or accent furniture, but try to choose items that will appeal to both genders.

Call a Pro

There are likely several staging companies in your area. If you need a recommendation or assistance, reach out to your trusted real estate professional. An experienced agent with expertise will know exactly what needs to be done to get you top dollar for your home.



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read!!

Which of These Costly Homeseller Mistakes Will You Make When You Sell Your Home in St. Johns or Clay County?

A new report has just been released which reveals **7 Costly Mistakes** that most homeowners make when selling their home, and a **9 Step System** that can help you sell your home fast and for the most amount of money.

This industry report shows clearly how the traditional ways of selling homes have become increasingly less and less effective in today's market. The fact of the matter is that fully three quarters of homesellers don't get what they want for their homes and become disillusioned and - worse - financially disadvantaged when they put their homes on the market.

As this report uncovers, most homesellers make 7 deadly mistakes that cost them literally thousands of dollars. The good news is that each and every one of these mistakes is entirely preventable. In answer to this issue, industry insiders have prepared a free special report entitled:

"The 9 Step System to Get Your Home Sold Fast and For Top Dollar"



To order a FREE Special Report, visit:
www.Avoid-Seller-Mistakes.com

or to hear a brief recorded message about how to order your FREE copy of this report call toll-free: **1-833-567-4536** and enter ID Number **1000**. You can call any time, 24 hours a day, 7 days a week.

Get your free special report NOW to find out how you can get the most money for your home.

Living by Values

Everyone has Values. Although from some of the Programs we see on Television nowadays, just "what those Values are" is a Question.

Recently I read a great book by Ken Blanchard and Michael O'Connor, *Managing by Values*, that is written for business people primarily, but the life applications I got out of it were equally beneficial to anything I discovered on the business front.

By committing to a common purpose and shared values, any family can adopt a way of living out life that allows all those who the family impacts to WIN! One of the things I regret as a parent was not helping my children earlier in life lay out a life plan centered around certain core principles. Sure, my wife and I did and still do parent around a set of values like, always be honest and always give your best, but tying this in to a WRITTEN life plan early I believe would be better than good.

Most everyone reading this has some sort of vision for their life; What you want your future to look like and be like. That future becoming a reality or not is directly impacted by the values we live by daily. Example: It would be difficult to have a future where we are debt free if we don't have a value of stewardship. Valuing stewardship and having a value of stewardship ARE two different things. So, when I say LIVE by values, I mean HOW you live, not ideas or intentions to live by.

When I started The Turwitt Team real estate agency, it was my 4th company I started from zero, and one of the FIRST things I did was put on paper the VALUES we would LIVE BY. What I discovered when writing them down is that they reflect my own personal life's values.

There will be challenges to your values. Almost daily in fact. But

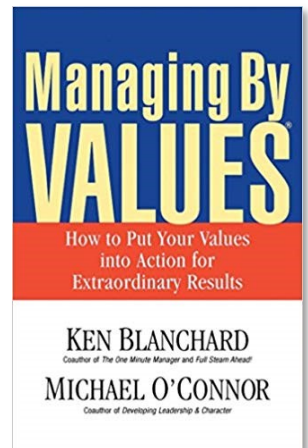
I can say that I personally have NEVER regretted living by my core values. I can however say that I do have regrets in life and many of those are when I deviated or compromised on those values.

In his book, *Managing By Values*, Ken Blanchard says the most important thing in life is to decide what is most important. Excellent advice for sure. Let's take it a step further and add... "and live that way". I have met other people who have written life plans that include core values, mission statement and real bold vision. But, most people I ask about this do not have any such thing written out. They may have it in their heads, but I think we all know that when we write it down, it's much more likely to happen. Plus, we can adjust as we go.

Let's say that we are on a quest to GROW, personally and professionally. Well, that will mean CHANGE. It is impossible to grow and stay the same. The world around us is changing constantly So, if we want to GROW, we must adapt CHANGE as a core value. That may translate in to a value like Continual Improvement or Embrace Continual Improvement.

If you like the idea of a written plan for a life lived by values, or you know someone who can benefit from such a thing, consider picking up a copy of Ken Blanchard's book, *Managing by Values* and read it or pass it on.

I always have been a believer of living up to values not only in private life but also in business. For the record here are the CORE VALUES as written in our business constitution at The Turwitt Team:



- Serve Big!!!
- Empower and Inspire Others
- Results Driven
- Value Relationships by Expressing Gratitude
- Expect the Best Always

You can see that the first letter of each value spell out SERVE. Our belief is that a great business is FOR others. So, it's not about what we want FROM people, it's what we want FOR them. And as I mentioned, a business is really a reflection of its people and their values. We are committed to LIVING by Values!

Go Serve Big!!!

Michael Turwitt
Founder & Co-Owner
The Turwitt Team



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catch22

Sell First or Buy First? How to avoid the Catch 22 Dilemma.

Every month, thousands of homeowners are faced with the stressful dilemma of whether to buy first or sell first. You see, if you buy before selling, you could run the risk of owning two homes. Or, just as bad, if you sell first, you could end up homeless. It's what insiders in the industry call the Real Estate Catch 22, and it's an extremely anxious position to find yourself in.

This financial and emotional tightrope is one you usually have to walk alone because most agents have no way of helping you with this predicament. But one local realtor "The Turwitt Team" is using a unique **Guaranteed Sale Program** which solves this dilemma. This program guarantees the sale of your present home before you take possession of your new one. If your home doesn't sell within a pre-defined number of days, they will buy it from you themselves for the previously agreed price ensuring that you never get caught in the Real Estate Catch 22.

Before you hire any professional, you should research the market to find out who can do the best job for you. When interviewing agents, find out what kind of guarantee they are willing to give you with respect to the selling of your home. Unfortunately, you'll find that most agents simply cannot make such a guarantee.

This program also helps you as seller to receive non-conditional offers from potential buyers. They can present a cash offer because their existing home is already sold under contract.

To help you learn more about this program and how it can make your move less stressful, a FREE special report has been prepared entitled:

"How to Avoid Getting Stuck with Two Homes"

To order a FREE Special Report, visit
www.TradeUP-Sold-Guaranteed.com

or to hear a brief recorded message about how to order your FREE copy of this report call toll-free **1-844-704-0286** and enter ID Number **3000**. You can call any time, 24 hours a day, 7 days a week.

Get your free special report NOW to find out how to guarantee the cash sale of your home.

The Local Housing Market

Indicators are showing signs of the Housing Market shifting from a Sellers to a Buyers Market. There are Opportunities for Homeowners to sell quick with the right Strategy.

A decade has passed since the U.S. housing market crash and the beginning of the 2008 financial crisis. The typical American home lost about a third of its value during the recession. While the median home price has since surpassed its pre-crisis levels and reached an all-time high of \$269,000 in the second quarter of 2018, the recovery from the Great Recession has been largely un-even. Some housing markets have even been on the decline in the recent years.

Like anything else, home prices are driven by supply and demand forces, which are highly correlated with the area's economy, job market, and population changes. Demand tends to be higher in stronger economies, with a healthy job market, and a growing population. While the price of a typical single-family home rose by more than \$100,000 in some of the more high-demand metropolitan areas from the second quarter of 2017 to the second quarter of 2018, in a handful of cities, the median home value declined over the past year.

Based on median single-family home price changes over the year through the second quarter according to the National Association of Realtors, Wall Street experts reviewed the fastest growing (and shrinking) housing markets.

The fastest growing housing markets can be found in San Jose CA, Las Vegas NV, as well as in hot pockets like Idaho, Colorado, Oregon, Washington, the Atlanta region in GA, as well as in Central and North East Florida.

The North East Florida region has been adding residents at an astounding rate, especially in



St. Johns County. The latest Census Bureau report confirmed again that St. Johns County has the state's highest median household income at about \$69,000 per year, but that might not be enough to sustain a continuing steep increase of home values.

Rising home prices have been great for sellers, but it doesn't help the market much if potential buyers can't afford to move up.

While sellers were able to enjoy a "sellers market" for quite some time, many indicators are showing a shift towards a "buyers market".

At the current price point, the number of buyers is falling, reducing demand. This will have an immediate effects on the number of houses sold and will over time reduce the pace of home price increases.

This is not cause for alarm, however. Home prices have been outpacing incomes since 2012 at a pace that is unsustainable, and a period of consolidation is healthy for the housing market.

Sellers have excellent opportunities to sell their properties, but

need to be realistic with their home value and asking price expectations. Moving from a sellers into a buyers market requires expertise and methodology. A highly professional agent applying smart and well developed sales & marketing strategies can produce excellent results in a buyers market.

Home builders and developers are seeking more land for new neighborhood developments all over North East Florida. The southern region of Jacksonville, incl. Clay and St. Johns County are preferred areas for new developments, targeting millennials, a generation of young professionals that hasn't jumped into the homebuying market yet. The millennial buyer has been slow to get to the market and has been focused on other things in their life. Now that many in that generation are marrying and having children, they are looking at forming plans to buy their first house.

That's good news for homeowners who are interested to move up. Their existing homes could represent excellent value for entry level home buyers. Also new construction prices are high and this allows you to compete with new developments.

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Your Referrals Help the Kids

As you may have heard, the Child Cancer Fund in Jacksonville and the Children's Cancer Recovery Foundation are devoted to enriching the lives of children undergoing treatment for, and survivors of, cancer and blood-related diseases. Since many years CCF and CCRF are helping children battling life-threatening cancer. These local non-profit organizations are front and center in the fight against nasty diseases that destroy or cut short the lives of Children. We are thankful to have such a wonderful facility close by, doing such great work to help heal and save young people.

So even as we are eager to enjoy life, others are simply hoping they can be here to live it. This is why we here at The Turwitt Team have resolved to do what we can to help.

For homes we sell this year, we are donating a portion of our income to the CCF and CCRF. Our goal is to raise \$25,000 to help them in their quest to Heal, Save, Cure and Comfort Children under their care.

This is where You can help!

Who do you know considering making a move you could refer to our award-winning real estate sales team?

For anyone considering a move that we help, you can rest assured that not only will they get the award winning service we are known for, but that a solid portion of the income we receive from the transaction will go toward a very worthy cause.

Your Referrals really do help the Kids...

We want to make it easy for you to refer your friends, neighbors, associates or family members considering making a move, so here are your options:

1. You can pass along our business card to them, we've enclosed a couple here for that purpose.
2. Of course you can always call us direct as well at **904-770-6180** and /or **904-881-6628**

You and your referrals mean more than ever to us and our team. As we move forward in this fall season, please know we are extremely thankful for you and your being a special part of our business.

With all our appreciation

Phillip Michael

Phillip & Michael Turwitt
Founders & Co-Owners



THE TURWITT TEAM
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*Contact us for more Information, The Turwitt Team and Seller must agree on Sales Price and Closing Date at the Time of Listing. Some Conditions apply.