



**Anthony  
NEWMAN**

Thinking of buying  
or selling a home  
in the near future,  
please call

**ANTHONY  
NEWMAN**

for a personal interview  
and property  
assessment with  
no obligation.

**310-338-1245**

**E-mail:**

**Anthony@neirealty.com**

# NEI's Real Estate Report

**NEIRealty.com**

Published Monthly By Anthony Newman of NEI Realty

**OCTOBER 2005**

## **Slow Market? Sell The Deal, Not House**

by M. Anthony Carr

If you find yourself with a house on the market and it's just not moving, there are several strategies to put in place to speed up the sale and get going with your next purchase.

Psychologically, the seller has to first prepare himself for selling the house -- not marketing it, not holding out for a higher price, not defending your price, not blaming your agent for not doing enough, etc.

Granted, all the above is important and you do want a professional agent with a viable marketing plan to draw as many buyers as possible. Just like any other commodity -- a lot of buyers trouncing through your house is a good thing, because more buyers means more potential offers. Thus, the seller needs to hire a company/agent that's going to create such an environment.

But let's say you've done that. You've even fixed up the house better than anyone else on the block and it's just not moving. Then move from selling the product to selling the deal.

We see this strategy in plenty of other products. The auto industry is famous for it -- zero percent financing, \$500 above invoice, employee discount price ... none of these items have anything to do with the product -- they are enticing you with the deal.

The Deal for real estate has everything to do about the buyer. Forget that you may still be in a sellers market and you're in the drivers seat. If your house is sitting on the market and you have to move in 45 days -- you're not so much in the drivers seat anymore. Get off your haunches and get the job done.

You could drop the price, but in reality, this doesn't help the buyer as much as cash back at the settlement table.

For every \$10,000 you drop on a loan at 6 percent, the buyer saves only \$60 per month in a mortgage payment. Is that really enticing enough? Think about it, they're borrowing \$250,000 -- a quarter of a million dollars -- and you're dropping the price by \$10,000 reduces their principal and interest payment from \$1,498 to \$1438. Is that one move enough to get me excited?

Let's turn that around and offer \$7,500 (3 percent of the loan amount) over to the buyer -- at a full price contract -- and see what it does for the buyer. They could use it for closing costs, which could be a lot of money in their pocket. They could use it to make payments over the next several months (nearly five months worth of payments at the above mentioned payment amount). Is that really more beneficial than \$60 per month?

By dropping your price \$10,000, it would take them more than 10 years worth of monthly payments to gain the actual financial benefit of simply handing over \$7,500 in closing costs to them at the settlement table. Plus, you get to keep the remaining \$2,500 for your own bottom line.

It's like this. If you're about to take a hit on the sale of your house, it might as well benefit someone, and the buyer who gets \$7,500 at the table is going to get a lot more excited than the one who's price dropped \$10,000.

Be sure to check with your mortgage professional to make sure the loan program your buyer is using will allow you to provide this much cash to the buyer.

One last thing. If you decide to market the deal, make it a lot more appealing than "closing costs to buyer." How you say it can be just as important as what you're saying: "No payments for 4 months," "\$7,500 back to decorate your house," "Seller will pay off buyers debt (up to \$7,500)," are three ways of saying, "Closing costs to buyer."

Which one gets you excited?

## **Is Your Home 'Guest Friendly'?**

by Broderick Perkins

If family and friends consistently turn down your invitation to holiday parties, backyard picnics, events, maybe it's not you.



Your home could be, well, uninviting to those who have special needs.

The same could apply to your vacation rental or investment property and explain why certain potential renters won't apply.

Older family members, friends recuperating from an illness, people who need a wheelchair to get about may simply require certain environmental compensations for limits to their mobility, strength, range of motion and other conditions.

The American Society of Interior Designers (ASID) says what they may need are some physical accommodations in your home, the type of features that more and more often are being including in both new homes and remodeled existing homes -- especially for the growing number of baby boomers who plan to make their current home their retirement home.

## **OCTOBER AT A GLANCE...**

-  **10 Columbus Day**
-  **13 Yom Kippur**
-  **16 Bosses Day**
-  **30 Daylight Savings Ends**
-  **31 Halloween**

Thinking of buying  
or selling a home  
in the near future,  
please call

**ANTHONY  
NEWMAN**

for a personal interview  
and property  
assessment with  
no obligation.

**310-338-1245**

**E-mail:**

**Anthony@neirealty.com**

**NEIREalty.com**

What they may need are elements of something called "Universal Design," a design concept developed by Ronald L. Mace, an architect and wheelchair user who helped found the Raleigh, NC-based Center for Universal Design at North Carolina State University.

Universal Design Principles can be applied to new and existing structures to broaden a structure's accessibility, usability and safety for anyone from kids to retired adults and people with disabilities. The principles are equitable use; flexibility; simple and intuitive; perceptible information; tolerance for error; low physical effort; and size and space for approach and use.

The AARP is a major proponent of the design concept and offers Universal Design Modification Center to help those who want to stay put or simply make their house a more inviting home.

To determine if your home is guest friendly, ASID offers this checklist you can ask yourself about your home.

Does your home have at least one "barrier-free" entrance accessible without steps, but with an easy to open door?

Is there a bench or other seating available outside your front door to provide a comfortable environment for those who may need to sit until you are able to greet them?

Are the doorways and hallways in your home wide enough to accommodate a wheelchair or large stroller?

Is there a bathroom on the main floor of your home? Is this bathroom large enough to accommodate someone in a wheelchair or using a walker? Can a disabled visitor or child easily use the commode or sink?

Are the area rugs in your family room, recreation room or other communal areas flat or recessed into the floor to prevent tripping and to accommodate a guest on crutches or using a cane?

The kitchen is the social center of the home where your guests are likely to gather. Is yours equipped with multilevel counter spaces to accommodate small kids, tall adults and people with range of motion limitations? Is it large enough to allow comfortable maneuvering by any guest?

Is the lighting in your living room, family room or other common area of a high enough wattage to accommodate guests with vision problems?

Are the interior doors in your home equipped with lever handles instead of traditional door knobs for weaker guests and those with limited gripping abilities?

Is there a smooth transition (no steps) to your backyard, patio or deck so your guests can easily enjoy both the indoor and outdoor areas of your home?

Qualified interior designers and universal design specialists (available through AARP) are educated and trained to ask these questions and answer them effectively to create living spaces with form and function to meet the needs of many.

## Halloween Safety Tips



### Trick-or-Treaters

- Carry a flashlight
- Walk, don't run.
- Stay on Sidewalks
- Obey traffic signals
- Stay in familiar neighborhoods
- Don't cut across yards or driveways.
- Wear a watch you can read in the dark.
- Make sure costumes don't drag on the ground.
- Shoes should fit (even if they don't go with your costume)
- Avoid wearing masks while walking from house to house.
- Carry only flexible knives, swords or other props.
- (If no sidewalk) walk on the left side of the road facing traffic
- Wear clothing with reflective markings or tape.
- Approach only houses that are lit.
- Stay away from and don't pet animals you don't know.

### Parents

- Make your child eat dinner before setting out.
- Children should carry quarters so they can call home.
- Ideally, young children of any age should be accompanied by an adult.
- If your children go on their own, be sure they wear a watch, preferably one that can be read in the dark.
- If you buy a costume, look for one made of flame-retardant material.
- Older children should know where to reach you and when to be home.
- You should know where they're going.
- Although tampering is rare, tell children to bring the candy home to be inspected before consuming anything.
- Look at the wrapping carefully and toss out anything that looks suspect.



**Newman's Enterprises, Incorporated**  
6820 LaTijera Blvd. #109  
Los Angeles, California 90045

**NEIREalty.com**



**Anthony  
NEWMAN**

PRESORTED  
US POSTAGE  
PAID  
PERMIT NO. 92  
LOS ANGELES, CA

**Call ANTHONY today for your FREE Market Analysis:  
310-338-1245 · E-mail: Anthony@neirealty.com**