



**NANCY TALLMAN**  
**REAL ESTATE** | *intelligent strategies*  
**STRATEGIST** | *that maximize value*

# THE WASATCH INVESTOR

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## Greetings from Park City!

In today's real estate market, it takes more than a "For Sale Sign" to sell a home. It takes a planned strategy. How will the changing real estate markets affect you? National Association of Realtors President, Thomas M. Stevens, recently stated, "Home prices are expected to cool, but not as much as in earlier projections. The market is in a process of normalization — appreciation will return to normal single-digit patterns, providing solid investment returns into the future."

### park city investing trends

#### 2006 Real Estate Market Off to Great Start!

Sales volume in the first quarter of 2006 exceeded the first quarter of 2005 and the median sales price increased by more than 100% in some neighborhoods. If you missed the full article that appeared in the April 19-21 issue of the Park Record, send an email to [nancy@tallman.biz](mailto:nancy@tallman.biz) and it will be my pleasure to email you a copy.

What this means to home sellers is that the psychology of buyers is changing. Buyers are not going to jump on a property the minute it hits the market and over-pay thinking that the property will appreciate enough in a few month's time to cover an inflated purchase price. During times of slower, more normal appreciation, a buyer is more concerned about value. The buyer needs to think the home is worth the list price based on its location and condition. That's where the expertise of a real estate professional can make a difference. A real estate professional will

help the seller strategize the right price, optimal presentation, and market position of the home to accelerate its sale.

If you are concerned about selling your property quickly and easily, talk to me about my proven marketing strategies that will move your home faster than the competition's. My "stealth" advertising methods utilize technology to target the media that buyers use to research property; and my personal, concierge service means a totally managed, hassle free transaction for you.

### TOP 6 NATIONAL REAL ESTATE BROKERAGES

- |                      |                                  |
|----------------------|----------------------------------|
| #1 - Century 21      | #4 - Keller Williams Real Estate |
| #2 - Coldwell Banker | #5 - Prudential                  |
| #3 - ReMax           | #6 - ERA                         |

### HAPPENINGS

#### June 2-3

Eric Darius at the Egyptian.  
[www.parkcityshows.com](http://www.parkcityshows.com)

#### June 3

Barn Soiree. The National Ability Center hosts Rich Wyman and Air Supply to benefit Arts-Kids and the NAC. 435-649-3991

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## Salt Lake City Ranked One of the Top 10 Real Estate Markets in the United States by Bankrate.com

This is great news for Park City because we function as a suburb of Salt Lake City for many full time residents (including my family). Bankrate.com notes Salt Lake City's job growth is up about 4 percent,

unemployment is low, and the housing costs-to-income ratio is moderate. Money magazine ranked Salt Lake City 20th on its list of 100 markets for growth over the next two years.

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## Intelligent Strategy: How to Sell Your Home for Top Dollar.

### HAPPENINGS

**June 17**

Park City Historic  
Home Tour.

[www.parkcityhistory.org](http://www.parkcityhistory.org)

**July 3-24**

Park City International  
Music Festival. Classical  
music in intimate venues.

[www.pcmusicfestival.com](http://www.pcmusicfestival.com)

**July 4**

Park City's Traditional  
Independence Day  
Celebration. DO NOT MISS  
THIS EVENT.

435-649-6100

If you are thinking about selling your house or condo, this is the best time of year to do so. However, a successful home sale requires preparation and planning.

You must get your residence into the best possible condition. That means cleaning, repairing and painting. But don't go overboard with renovations. Most home improvements rarely bring in as much in additional sales price as they cost; however, cosmetic improvements usually pay off. Examples include fresh paint, (paint is the most profitable dollar-for-dollar improvement you can make), new light fixtures, new floor coverings, (if needed), and sprucing up outdoor landscaping. In my experience, little things make a home show well. Using higher-wattage light bulbs to brighten a dark room, clearing closets and clutter, opening blinds, and clearing your garage to create a spacious feeling, make your home stand out to buyers. Resolve any

odor issues. Although your old, sick pet is like a member of your family, a potential buyer who gets a whiff of urine will usually make a beeline for the front door.

Does the thought of going through years of treasures or living through the smell of fresh paint on the walls overwhelm you? How will you know just what you should do and where you should focus your efforts? An honest real estate professional is a great resource. (As part of my concierge service, I include a complimentary consultation with a professional interior designer who helps "stage" your home and provides a list of recommended action items.)

If you are interested in preparing your home for sale, send an email to [nancy@tallman.biz](mailto:nancy@tallman.biz) and request my brochure, "96 Ways to Make Your Home Sell Faster". It will be my pleasure to email you a copy.

*"A winner is someone who recognizes his God-given talents, works his tail off to develop them into skills, and uses those skills to accomplish his goals." - Larry Bird, NBA Basketball Player*