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at Home



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Hello!

I hope you enjoy this month's copy of my *At Home* newsletter. It's filled with helpful information for you as a homeowner.

My time as a Real Estate Professional enlightens me with keen insights to my client's needs and challenges, and I want you to know that my experience is always at your disposal.

Feel free to call me anytime!

262-770-6475

Home Staging to Sell by Sue Meadow



Staging a home for sale can work wonders to entice interest from buyers. Unlike more traditional interior decorating geared towards a homeowner's tastes, the objective of staging is to appeal to home buyers. It works!

Staging a room involves: cleaning, defining its purpose, arranging furnishings, emphasizing light and space, and adding appeal with color and other eye-catching means.

Clean Thoroughly - To start, clean the room thoroughly, including closets, valances, windows and mirrors. Remove any worn furnishings (except for antiques). Remove as much of the remaining items as possible.

Define a Rooms Main Purpose - Once you have decided on the rooms purpose, e.g., dining, nursery, home office, or storage, remove anything that does not directly relate to that purpose.

Arrange the Furnishings - Dining chairs should be placed around the table, a sofa turned to face armchairs with a coffee table between them, and lamps to the chair sides for reading.

Beware of Furniture - Especially pieces that are too large for the space. They can make a room look crowded. Model homes are often furnished with undersize items to encourage a sense of spaciousness.

Emphasize Light - Open curtains and turn on lamps. Use tall furnishings near short and low furniture to avoid visually cutting the room in half.

Use Color - Choose one definite strong color in each room to use in accents, such as bath towels, pillows and rugs. If the other tones in the room are neutral, the color accent will add a friendly appeal.

Designate a Focal Point in the Room - Direct attention to the focal point by using color and furniture grouping. If the room lacks a focal point, such as a window or fireplace, create one by adding a colorful floral arrangement, eye-catching rug or wall hanging.

When all rooms are done, walk through the house, looking for anything overlooked or omitted. Double-check the front door and entryway; these are easy areas to omit. When the staging work is complete the house is ready to appeal to buyers.



Visit my website this summer for a complimentary Market Snapshot of your home!



www.kristinebeck.com

Benefits of a Great Real Estate Agent by Jared Smith

If you are buying or selling a home, seeking the professional assistance of a knowledgeable real estate agent will save you a lot of time and money.

Prepare Your Home to Sell - If you are ready to sell your home, your real estate agent can help you decide on the price and terms you should ask so that your home sells quickly and with the least amount of hassle. Your agent may also recommend repairs or aesthetic work that will improve the appeal of your property.

Find a Buyer - A great real estate agent knows how to advertise your home and find buyers. Sometimes a real estate agent will refer another agent to your property to reach more potential buyers. In some markets over 50% of real estate sales are referral sales. Your agent may also use special listing services to market your home.

Complete the Sale - Once you start receiving offers, your real estate agent will help you evaluate each proposal. Many homeowners can fall into the trap of allowing buyers to dictate the negotiation process, but a good real estate agent knows how to set you up for success by negotiating agreements that meet your predetermined needs. Finally, your real estate agent will walk you through the closing process and complete all of the required paperwork in a timely manner.

Find a Home - When you are ready to buy, a real estate agent can assess your financial situation, find the best lender for you and help you to locate homes that are within your price range, including some that may not be openly advertised. Your agent can also give you specific information about a community, such as the schools that are available and home resale value.

Close the Deal - When you are ready to make an offer on a home, your real estate agent will help you negotiate by giving you advice on what factors you should consider, including terms, inclusion or exclusion of repairs, and purchasing agreements. After this is complete, your agent will lead you through the closing process



Prudential Southeast Realty News

A big **CONGRATULATIONS** Jeremy Thornton on the purchase of your first new home!

Featured Home of the Month

This secluded single family home features:

- new roof/cedar with partial brick exterior
- 3 bedrooms/2.5 baths
- great room/eat-in kitchen
- all new hardwood flooring and trim
- finished lower level recreation room
- sun room off third bedroom
- large whirlpool tub with heated floors
- remodeled kitchen/all appliances included
- multi-level brick patio/tasteful landscaping
- pool table included in sale (plus more)!
- oversized 2.5 car garage/plenty of storage
- 2 minute walk to Lake Michigan



**4940 Beacon Lane
Wind Point, WI**

The perfect retreat (and room to store a boat)! Move-in condition with an abundance of nearby recreational facilities. Call today for a private showing—very motivated sellers!

\$244,900.00

The Green House Effect by Heather Lee



What's good for the Earth is good for your health. How to get an eco-friendly abode—fast



YOU RECYCLE REGULARLY, use compact fluorescent lightbulbs, and try to buy organic. But we're betting there's a lot more you can do to turn your home into a healthier, safer, and greener haven. Do you know how to boost the Earth-friendly quotient of your fridge? What's the simplest way to keep the new-rug smell and new-rug toxins out of your lungs? Each month we'll feature a question from the eco-home quiz and where you can find the answers. If you don't score in the green zone, consider the easy and smart switches that will make a big impact on the planet—and your health.

This Month's Eco-home Question:

Which type of refrigerator is the most energy efficient?

- A. Freezer on the top, refrigerator on the bottom
- B. Side-by-side
- C. Freezer on the bottom, refrigerator on the top

ANSWER: C. Your fridge accounts for about 9% of your home's energy usage—more than any other appliance. Freezer below versions require approximately 16% less energy than side-by-side models. (the freezer-on-top configuration uses about 13% less than side-by-sides).

GREEN FIX: Can't invest in a new model? Keep your fridge full, since it takes more energy to cool and empty space. Just don't overstuff: cold air can't circulate when food is crammed against the top and sides of the fridge.

Health Bonus: If your fridge keeps food at 40 degrees F or below, you're less likely to be among the 3 to 4 million people each year who get food poisoning.

Make your Dream Home a Reality

The Johnson Bank Mortgage Advantage



- ⇒ **Convenience** – Originate and Close at our local Johnson Bank Office.
- ⇒ **Underwriting** – Loan Officers have loan approval authority.
- ⇒ **File Processing and Servicing** – retained in our local offices.
- ⇒ **QVO** – Quick Value Option eliminates the need for an appraisal saving time & money.
- ⇒ **Bridge Loans & Loan Modifications**
- ⇒ **Rate Locks & RRO** - Rate Reduction Option
- ⇒ **Affordable Loan Products**
- ⇒ **Loans are Retained & Serviced by Johnson Bank**



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*Providing Value in
Your Community!*



There are many qualities and skills that go into being an excellent real estate professional; integrity, in-depth community and market knowledge, marketing savvy, effective negotiation skills, technological know-how and a high-quality professional network, all of which are hallmarks of how I work.

That said, in my experience as a Real Estate Professional, I've found that providing the very best service is essentially about **putting my clients first**. This means keeping myself accessible, being a good listener as well as a good communicator, and responding quickly to your needs. This "client first" philosophy has always been my approach and it requires me to continually improve my skills and ways of doing business.

Recipe of the Month



Kristine Beck, ABR
Real Estate Consultant

**Call 262-770-6475 for all
your Real Estate Needs!**

I'm on the Web!
www.kristinebeck.com

Mediterranean Strip Steaks

Ingredients

- 2 tsp. smoked paprika
- 1 tsp. packed brown sugar
- 2 Tbsp. extra virgin olive oil
- 4 top loin (strip) steaks, cut 1 inch thick (about 12 oz. each)
- 2 lemons, halved
- 1 avocado, seeded, peeled, and sliced
- 4 oz. feta cheese, crumbled
- Feta cheese wedges (optional)
- Fresh oregano
- 1 tsp. finely shredded lemon peel



Directions

1. For rub, stir together paprika, sugar, 1 tsp. salt, and 1/2 tsp. pepper. Coat steaks with 1 Tbsp. oil; rub mixture on both sides. Let stand at room temperature 30 minutes.
2. For charcoal grill, arrange medium-hot coals on one side of grill. Place steaks on rack directly over coals. Cover and lightly sear on both sides, 5 to 6 minutes. Move to unheated side of grill. Cover and grill 4 to 5 minutes more for medium rare (145 degrees F). Remove; let stand 5 minutes. Grill lemon halves, cut side down, directly over coals, 2 minutes. (For gas grill, preheat grill. Adjust heat for indirect cooking. Grill as above.)
3. Serve with lemons, avocado, and feta. Sprinkle oregano and lemon peel; drizzle remaining oil.

Serves 8

Visit www.bhg.com for more Cookouts that Dazzle recipes.

