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# at Home



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### Welcome Fall!

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**

## Staging Bedrooms to Sell by Joseph White



*The key to selling a home is getting the buyer's attention, and persuading them to think, "This is a home I would love to live in!" The feeling you get when you see a beautiful home on television or in a magazine—that's the feeling you want to inspire in your prospective buyers.*

**Depersonalize** - Since the bedroom is possibly the most personal space in your home, it can be an uncomfortable place for prospective buyers to visit. They may feel like they are invading the homeowner's private space. When you're selling a home, depersonalizing the bedrooms will help to neutralize any negative feelings that the buyers may get from invading a private room. Also, since bedrooms are a personal area, it's not unusual for them to become somewhat worn—a dent where the door handle hits the wall, plaster cracks above the closet, discolored carpet where someone spilled a cup of coffee. Rearranging and deep cleaning your bedroom is an important part of selling your home.

**Clean Everything** - First, arrange the furniture in a way that makes the room feel more spacious. If you keep a desk in your bedroom, move it somewhere else. If that isn't possible, make sure it is organized and spotless. Next, clean all surfaces, including mirrors, of any spots, dust, or fingerprints. Remove all clutter from the bedroom—that means all unnecessary items in the room, especially treasured knick-knacks. Patch all nail holes, hairline cracks, and doorknob dings. When you're done, get a picky friend to scrutinize the room to see if there are any problems that you may have overlooked.

**Stay Neutral** - Neutral colors are our friends, so stick to a neutral color scheme for your bedroom décor. If you've painted your room bright orange because it helps you wake up in the morning, you need to re-paint it. Don't be possessive about your bedroom—you want to sell it to someone else, right? The idea is to make the buyers feel comfortable and relaxed.

**Light Is Important** - So make certain your windows are sparkling clean and the windowsills and screens are free of spider webs and dead bugs. The natural light from a bedroom window isn't usually enough to create that special ambience, so use a pair of neutral colored lamps to create soft, even lighting that flatters the bedroom.

These points will help you set yourself up for success in selling your home. Staging the bedroom properly can help your home stand out from the others and make it stick in the minds of potential buyers. Now get to it, and good luck selling your home.

**...email me @ [kabeck@wi.rr.com](mailto:kabeck@wi.rr.com) if you'd like to receive your monthly newsletter electronically!**

## Avoid home Buying Mistakes by B. Conrad

*No matter what the condition of the housing market, purchasing a home is a major commitment and a vital financial decision. A home is much more than a financial investment; it is an investment in a new lifestyle and a new way of looking at property. Those who are unprepared to make the leap from renting to home ownership can make some costly mistakes, and learning to avoid those blunders is vital.*

**Think With Your Head Not Your Heart** - One of the most common mistakes made by first time home buyers is allowing emotion to rule the day. Although buying a home can be an emotional process, there are some things home buyers can do to prevent emotional ties from getting in the way of sound financial discipline. While it is all too easy to picture your family relaxing in the backyard of a new home, take a step back and look at the home with the eyes of an investor. Pretend for a moment that you are not going to live in the house but are buying it as a pure investment. Is it still just as attractive, or has it lost some of its appeal? Emotional attachment is fine, but it should not overrule your good judgment.

**Consider All the Costs of Home Ownership** - Buying more house than they can afford is a classic blunder for many first time homeowners. One of the chief culprits behind this error is factoring in only the cost of the mortgage versus the cost of continuing to rent. While it is certainly appealing to go from collecting rent receipts to building up home equity, keep in mind that the costs of owning a home do not end with the monthly mortgage check.

**Don't Try to Time the Market** - Market timing doesn't work in the stock market, and it doesn't work in the home market either. Although it can be tempting to try to wait for the market to hit rock bottom, you may be left out in the cold when the market starts to turn around. Many professionals, including home builders, lenders and real estate investors, have a great deal of difficulty timing the market, even with all their specialized knowledge and experience. While some home buyers will be lucky enough to sell their existing homes at the top of the market and buy their next one when the market craters, most of us will not be so lucky. There are bargains to be found in every real estate market; the key is to arm yourself with as much information as possible and shop smart.



## Prudential Southeast Realty News

*Congratulations to:*

**Lisa Bebow and Tammy Boggs**  
on your **NEW HOMES!**

Wishing you many happy memories!



## Featured Home of the Month

**This stunning Korndoerfer built home features:**

- vaulted ceilings/natural fireplace
- 4 bedrooms/2 full baths/1 half bath
- granite counter tops/maple cabinetry
- security/irrigation/fertilizer systems
- spacious basement/full windows
- 3.5 car garage/workshop storage
- formal dining and living rooms
- main floor den/office with French doors
- all appliances and window treatments included
- entertaining stamped patio/half acre lot
- beautiful landscaping/many perennials
- desirably located in "The Preserve"



**8731 Shadowood Trail**  
**Mt. Pleasant, WI**

**Value Range Priced!**

**\$385,000 - \$399,900**

Gorgeous home with too many upgrades to mention. Ideal location for Milwaukee/Chicago commuters! Call today for an exclusive showing—motivated sellers!

# 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:

**Washing laundry in hot water is worth the extra energy because it gets clothes cleaner. [ T/F ]**

**ANSWER: False.** Cold water is almost always good enough, according to the Soap and Detergent Association.

**GREEN FIX:** Set the temperature gauge to cold, except for supersoiled loads, to slash your household's energy use. But wash sheets on hot to kill dust mites and reduce allergies. A study found that washing bedding in hot water killed 100% of dust mites, compared with only 6.5% in warm.

**Health Bonus:** *If everyone in the U.S. switched to cold water for most loads, it would mean a savings of 47 million tons of CO2 emissions a year—which would help reduce global warming and its health effects, such as increased rates of asthma, heatstroke, and West Nile virus infection.*

## Thank you to ALL of my friends at Caribou Coffee!



**Clip & Save!**



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...for all your Real Estate needs



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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

### Buffalo Wings

#### Ingredients

- 12 chicken wings (about 2 pounds)
- 2 tablespoons butter or margarine, melted
- 3 tablespoons bottled hot pepper sauce
- 2 teaspoons paprika
- 1/4 teaspoon salt
- 1/4 teaspoon cayenne pepper
- 1 recipe Blue Cheese Dip or Low-Fat Blue Cheese Dip  
Celery sticks (optional)

#### Directions

1. Cut off and discard tips of chicken wings. Cut wings at joints to form 24 pieces. Place chicken wing pieces in a re-sealable plastic bag set in a shallow dish.
2. For marinade, stir together melted butter, hot pepper sauce, paprika, salt, and cayenne pepper. Pour over chicken wings; seal bag. Marinate at room temperature for 30 minutes. Drain; discard marinade.

3. Place the chicken wing pieces on the uheated rack of a broiler pan. Broil 4 to 5 inches from the heat about 10 minutes or until lightly browned. Turn chicken wings. Broil for 10 to 15 minutes more or until chicken is tender and no longer pink. Serve with Blue Cheese Dip and, if desired, celery sticks.

Makes 12 appetizer servings



#### Blue Cheese Dip:

In a blender or food processor combine 1/2 cup dairy sour cream, 1/2 cup mayonnaise or salad dressing, 1/2 cup crumbled blue cheese 1 tablespoon white wine vinegar or white vinegar, and 1 clove garlic, minced. Cover and blend until smooth. Chill for up to 1 week. If desired, top with additional crumbled blue cheese before serving. Makes 1-1/4 cups.

Low-Fat Blue Cheese Dip: Prepare as above, except substitute fat-free dairy sour cream and fat-free mayonnaise dressing or salad dressing for the regular sour cream and mayonnaise.

Visit [www.bhg.com](http://www.bhg.com) for more Game Day recipes.



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

I'm on the Web!  
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