

House Talk From the Heart

Issue 136

News From Christine Schlittenhart, Your Agent with Heart

April 2019

Heart to Heart

I want to give a heartfelt thank you to all my clients who helped me once again make the Placer County Association of Realtors' Master's Club list for 2018. The Placer County Association of Realtors' Masters Club identifies the Top Ten to Twenty Percent in Sales Production within its membership. Masters Club qualifications for 2018 required Realtors to produce at least \$4.5 Million in real estate sales with a minimum of eight transactions or at least 20 transactions. Because of you - I have been able to achieve this goal for the last seven years and have now achieved Lifetime Master's Club status.

All my success comes from you and your referrals. You have blessed me with the ability to work exclusively by referral and repeat business. I am deeply humbled and forever grateful!



Proverb of the Month

"Do not boast about tomorrow, for you do not know what a day may bring forth." Proverbs 27:1

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I'm wishing you and your families a blessed Easter celebration on April 21st. I'm looking forward to making my yummy Peanut Butter Easter Eggs. Make them a part of your Easter celebration.

Enjoy some fun Easter facts you might not know:

- The UK's first Chocolate egg was produced in 1873 by Fry's of Bristol.
- In 2007, an egg covered in diamonds sold for 9 million. The egg is very special, because every hour, a cockerel made of jewels pops up from the top of the egg, flaps its wings 4 times, nods its head 3 times and makes a crowing noise.
- The tallest chocolate Easter egg ever was made in Italy in 2011. It was taller than a giraffe and heavier than an elephant!
- Jellybeans were first made in America by Boston candy maker William Schrafft, who ran advertisements urging people to send jellybeans to the soldiers fighting in the Civil War.
- In the old days, pretzels were associated with Easter because the twists of the pretzel were thought to resemble arms crossing in prayer.
- Americans buy more than 700 million marshmallow peeps during the Easter holiday, which makes Peeps the most popular non-chocolate Easter candy.



HUD SUES FACEBOOK OVER HOUSING DISCRIMINATION ALLEGATIONS

(Provided by Randy Carter with Movement Mortgage)

The U.S. Department of Housing and Urban Development is suing Facebook over allegations that it violated the Fair Housing Act by allegedly restricting certain protected classes from viewing housing-related ads online. HUD alleges in the lawsuit that housing-related ads and services were “severely biased” by limiting views of housing-related ads to tens of thousands of users based on gender, ethnicity, religion, and other factors.

On March 19, Facebook announced several changes to remove features on its ad targeting features that had been under fire for claims over apparent discrimination. In that announcement, Facebook’s Chief Operating Officer Sheryl Sandberg said, “Advertisers offering housing, employment, and credit opportunities will have a much smaller set of targeting categories to use in their campaigns overall. Multicultural affinity targeting will continue to be unavailable for these ads. Additionally, any detailed targeting options describing or appearing to relate to protected classes will also be unavailable.”

Since its move, Facebook has required advertisers in the areas of housing, employment, and credit to use a separate portal to serve up their ads. The portal does not include gender, age, race, ethnicity, or religion as ad targeting options.

But recently HUD moved forward in its lawsuit against Facebook. In the lawsuit, HUD alleges Facebook allowed advertisers to exclude certain classes from seeing some housing-related Facebook ads, such as by allowing ads to classify groups as parents; non-American born; non-Christian; interested in Hispanic culture; or other protected groups under the Fair Housing Act. HUD also says Facebook permitted advertisers to exclude certain groups of people by drawing a red line around neighborhoods on a map.

Facebook uses prediction analytics that also causes it to exclude protected classes from seeing certain ads, HUD alleges in the lawsuit. Facebook combines data it collects on user attributes and behavior with data about user behavior on other websites to target its ads to certain groups, the lawsuit states.

Luckily, you don’t have to rely on Facebook to find your perfect home. Once you are pre-approved through myself and Movement Mortgage, Christine will get you set up on an Automatic MLS email system with properties that match your search criteria. This system guarantees you the most accurate and timely real estate information and listings.

Call me today to get started on your real estate search. You will be in great hands with Christine and I in your corner.



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CELEBRATION CORNER!

Happy Birthday Wishes To:

Shaun Wood (4-6)
Jo Sanders (4-9)
Cassie Zeyen (4-10)
Don Benedict & Cable Kees (4-21)
Justin Powell (4-26)
Patricia Hansen & Ian Bard (4-28)
Dan Smith (4-29)

Happy Wedding Anniversary:

Aaron & Cacey Klein (4-7)
Dan & Connie Smith (4-7)
Jim & Judy Boles (4-24)
Steve & Lisa West (4-25)



APRIL IS THE BEST MONTH TO SELL

Spring is the busiest season for home sales. If you're interested in selling, the best time to list your home is probably in early April.

According to a new report from [Realtor.com](https://www.realtor.com) on property sales in the 50 largest American metropolitan areas, homes listed across the country during the first week of April received 14 percent more views online than homes listed during any other week of the year. Compared with the weekly average across the year, they also had 5 percent fewer total listings to compete with and sold at an average of six days sooner, for almost 6 percent (or \$17,000) more.

To determine this, the company weighed several factors for listings on its site between January 2016 and December 2018: the number of days each property spent on the market; the rate at which properties listed at various times of year sold above or below asking price; the number of online views listings received; the total number of listings at any given time; and the average listing price in each area at various times of year.

On a local level, of course, the results varied. But while there were a number of exceptions, the best time to list a home in most of the cities the study examined was in April. Our area is beautiful in Spring, so call me today to get your home listed.

LISTING OF THE MONTH



Peace and Privacy abound with this 3 bedroom, 2 full bathroom, 1834 sf home on 2 usable acres at the end of a private, dead-end road in Weimar. Detached oversized garage includes 2 extra rooms totaling 1032 sf! Gazebo, 2 tool sheds & amazing views await you. Only \$499,500.00!!

SENIOR RENTING JUMPS 43%

Recent data from RentCafé shows that the number of seniors renting has taken off, seeing stunning growth in a 10-year period.

RentCafé's data shows that renters aged 60 and over grew by 43% over 10 years, from 6.55 million in 2007 to 9.37 million in 2017, outpacing their younger counterparts in renter growth.

RentCafé pointed out that the median age for renters is still younger than their owner counterparts, but that's to be expected.

The company noted that the rapid growth of the senior age group can be seen across owner households as well. The age group was the only one to see an increase in homeownership in the 10-year period between 2007 and 2017. Those aged 34 and under saw a 19% decrease and owner households between 35 and 59 decreased by 12%, according to the company.

So, where are all these seniors renting now instead of buying? RentCafé revealed the city that has seen the most senior rental growth is Texas' capital, Austin, which saw a 113% increase in its share of older renter households.

CLIENTS OF THE MONTH



I was double blessed to represent Adam and Christa Bartoski as Sellers and Buyers. They sold their Christian Valley home and bought their amazing replacement home in Colfax. Their home sold for over asking price in January in only 10 days! Thank you for the double blessings, Adam and Christa!



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RECIPE OF THE MONTH

PEANUT BUTTER EASTER EGGS

1 (16 ounce) package of confectioners' sugar
1 cup creamy peanut butter
1/4 cup butter
8 (1 ounce) squares semi-sweet chocolate
1 tbs. shortening
Candied sprinkles (optional)



- In a mixing bowl, combine confectioners' sugar, peanut butter, butter and milk (if needed for moisture) until blended.
- Shape mixture into two 1/2 pound eggs or make a bunch of smaller eggs.
- Freeze eggs for 1 hour.
- While the eggs are freezing, cut semi-sweet chocolate into small pieces and place in top of double boiler with shortening. Melt over medium heat, stirring frequently until smooth.
- Stick a long-tined fork in top of each peanut butter egg, dip it in melted chocolate to cover then drain on waxed paper.
- When the eggs are cooled and set, decorate the eggs to suit your liking.