

# CENTRAL FLORIDA REAL ESTATE NEWS

Keeping You Up To Date On Housing Trends  
& The Local Real Estate Market

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August Edition

## Could YOU Really Own A Few Rental Houses?

I speak to dozens of area residents that say they've always thought about investing in a few rental properties, but they had no idea where to start and more importantly, they don't want to make a mistake.

We all know that wealth is created every single day through the ownership of rental houses (or an apartment building) and fortunately, these days you don't need much money for a down payment to get your first investment.

Some people have thought about picking up a couple of houses just to have the extra cash flow each month while the tenants pay off the mortgage for you. Others have goals of getting the home paid off with 100% of the rent money each month so that they'll have a small real estate portfolio to hand down to their children. You may be interested in the tax benefits, the diversification or even the ability to finally have a REAL passive income.

The one recommendation I always give is to NEVER try to handle it yourself. This is true for the acquisition of the home, as well as the monthly management and rental collection. It's incredibly cheap to have a professional handle all of this so that all you need to do is look in your bank account and see that the money was deposited every month. Management can be a mess unless you are a professional.

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The one thing I hear over and over is ***"I've always had real estate investing in the back of my mind but I've never pulled the trigger"***. They've considered this in their 20's, in their 30's and beyond, yet haven't taken action yet. Heck, if they would've bought a couple of properties way back then with a very small down payment, they'd all be paid for by now and you'd have a net worth over a million dollars!

With the low down payment and average credit scores that allow you to get into investing these days, you may want to do some research on it. Give me a quick call and let's chat about ideas.

## Does Curb Appeal Really Matter THAT Much?

You probably have a friend or two that's working on some upgrades or repairs inside their home this month. It's very common for us to want to improve the area in which our family lives. Everything from carpet to hardwood to fresh paint and sometimes even room additions or kitchen upgrades.

Many times, these small little additions can make it feel like a new home and can really brighten up the mood each time you walk into the room.

From a real estate value perspective, these upgrades if done correctly can also increase your equity in the property. As you push up the value of your home and make it more marketable, you not only get to enjoy it while you live there, but may also sell it for more money when the time comes to move.

It's common to fix up the inside but far too often, I see that people forget about the outside of the home. When you look at this from a resale perspective, you quickly notice that all home buyers shop online and they are generally choosing homes to look at or completely skip altogether simply based on the curb appeal. The picture is EVERYTHING so that front photo really matters.

With you and your family living in the home day to day, it can be a pretty good feeling to just paint the front door a different color or add a little bit of landscaping around the entrance. It gives you a fresh feel each time you come home and it helps you in enjoying the pride of homeownership.

As far as overall home value is concerned, the exterior can mean as much or more than the interior. Since marketability is a key factor in real estate, you want to make sure the curb appeal attracts as many people as possible. If you've casually browsed homes for sale

online, you've undoubtedly skipped the ones with a bad looking front picture while you showed interest in those with a gorgeous snapshot of the front.

When the grass is green, the paint is fresh, the roof looks nice and the landscaping accentuates the home, there's something magnetically attractive about the property. And as you know, more interest in a home can mean more money!

All of my clients deserve to have as much equity as they can possibly create within their home. Even if you have no intentions of EVER making a move, it's nice to know that your net worth is increased and you have something more valuable for whenever you decide to sell the place or hand it down to a loved one.

Coupling that with the fact that you get more enjoyment out of the property with some fresh digs, it makes home improvements (even basic cosmetics) a fun project to consider.

One key factor to remember is that these repairs, upgrades or improvements should all look professionally done. Nothing is worse than poor work in home repairs. It can be fun to take on a do-it-yourself project but most generally, you are better off getting a few quotes from professionals and getting it done by them. You can sit back and relax while the manual labor is dedicated to someone that loves their craft!

### Quote of the Month

***If you think it's expensive to hire a professional, wait until you hire an amateur!***

***-Red Adair***

## Around Our Town

### Impact of Upcoming Fed Rate Cuts on Central Florida's Real Estate Market

The Federal Reserve's recent announcement about impending rate cuts is poised to have a significant impact on the real estate market in Central Florida. As a prospective home buyer, seller, or investor, it's crucial to understand how these changes can influence your plans and strategies. Here's a breakdown of what these rate cuts mean for you.

#### For Home Buyers

Lower interest rates mean more affordable mortgages. As rates drop, monthly payments decrease, allowing buyers to afford higher-priced homes or save money on interest over the life of their loan. This is an excellent opportunity for first-time buyers or those looking to upgrade their living situation.

**Key Takeaway:** If you've been considering purchasing a home, now might be the perfect time to lock in a lower rate and make your move.

#### For Home Sellers

A decrease in interest rates typically leads to an increase in buyer demand. More buyers entering the market can lead to quicker sales and potentially higher selling prices. Sellers might find themselves in a stronger negotiating position as more competitive offers come in.

**Key Takeaway:** If you're planning to sell your home, the upcoming rate cuts could help you attract more buyers and achieve a better sale price.

#### For Investors

Real estate investors stand to benefit significantly from lower borrowing costs. Reduced interest rates mean cheaper financing for property acquisitions and improvements. Additionally, higher buyer demand can lead to better rental yields and property appreciation.

**Key Takeaway:** Investors should consider expanding their portfolios during this period of lower rates to maximize returns and capitalize on the market's upward momentum.

### Happy Birthday America!

M	A	W	H	I	T	E	E	B	F	L	A	G	S
U	S	I	C	E	L	E	B	R	A	T	I	O	N
C	O	O	K	O	U	T	S	F	L	Y	F	W	E
D	E	R	A	T	D	U	R	S	P	E	I	E	C
T	P	A	P	I	C	N	I	C	A	I	R	R	N
E	O	A	R	C	E	E	R	L	T	K	E	F	E
I	L	U	R	Y	F	H	S	P	R	I	W	S	D
K	I	D	I	A	E	L	P	I	I	U	O	U	N
A	B	I	H	R	D	N	I	S	O	N	R	M	E
B	E	T	E	O	I	E	R	D	T	U	K	M	P
R	R	W	I	E	I	P	S	G	I	R	S	E	E
F	T	R	W	F	E	F	B	R	C	O	T	R	D
E	Y	L	U	J	F	O	H	T	R	U	O	F	N
B	L	U	E	S	P	A	R	K	L	E	R	S	I

PARADES  
COOKOUTS  
CELEBRATION  
RED  
FOURTHOFJULY  
PICNIC  
FLAGS  
PATRIOTIC  
BLUE  
WHITE  
LIBERTY  
SUMMER  
INDEPENDENCE  
FIREWORKS  
SPARKLERS

Play this puzzle online at : <https://thewordsearch.com/puzzle/3794740/>

### What Should You Do Next?

As these rate cuts approach, it's essential to stay informed and act strategically. Whether you're buying, selling, or investing, aligning your decisions with market conditions can enhance your financial outcomes.

For personalized advice and to explore your options in Central Florida's dynamic real estate market, reach out to me, Phil Holliday, at 702-525-7655 or email me at [doc@PhilHolliday-Realtor.com](mailto:doc@PhilHolliday-Realtor.com). Visit my website, [PhilHolliday-Realtor.com](http://PhilHolliday-Realtor.com), for more information and to start your real estate journey today.

Stay tuned for more updates and expert insights into the Central Florida real estate market.



2 bed, 2 bath, 55 plus, priced at \$309K,  
fully furnished



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Hello there! I am thrilled to call the beautiful state of Florida my home for over a year now, and I must say, every moment here has been nothing short of amazing. Leaving behind the glitz of Las Vegas was a decision I don't regret, although I do miss the wonderful souls we left behind. My journey in Florida has been a fascinating exploration of diverse places, cities, serene beaches, lively bars, and exquisite restaurants. The Sunshine State has welcomed me with open arms, allowing me to dive into the heart of its communities. Working in the realm of Real Estate has provided me with unique opportunities to meet an array of people, each with their distinctive needs and challenges. They say every closing is different, and I've come to appreciate the complexity of this field. While my past experiences in the bustling casino industry had its challenges, the world of Real Estate revealed a new set of complexities. It might seem glamorous, but the reality is, it demands dedication and hard work, especially in marketing, where 80% of the effort goes. After all, if nobody knows you're a Realtor, how can you help them find their dream home? I firmly believe that success in Real Estate is rooted in laying the right foundations. I've meticulously crafted my approach, armed with various programs designed to assist you in finding that perfect home. Being my own CEO in this venture brings its own set of responsibilities and commitments. I am fully dedicated to not only making this career a success for myself but also to be a guiding light for as many people as possible, helping them discover their ideal home sweet home. I look forward to the exciting journey ahead, filled with challenges, victories, and the fulfillment of dreams. Here's to finding your perfect home together!

## Recommended Service Professionals

As a real estate professional, I work with many local professionals and want to recommend those that I found to give exceptional service. Here are a few of my top choices, please be sure to tell them I refer

Thank you!  
Agent Name

Vince Gaudio  
407-961-2203  
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Jacob Bonnell  
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