

Winter 2020

Quarterly Real Estate Newsletter

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01 | LONG ISLAND MARKET UPDATE

In case you haven't heard, Long Island is breaking real estate records! Not only are home values up 18% since last year in Suffolk County and 12% in Nassau County but the time it's taking to sell these homes is down to days, if not hours!

Newsday explains why we are seeing this demand, "Long Island's housing market has seen a massive surge of pent-up sales activity in the wake of the COVID-19 real estate shutdown, which imposed restrictions on in-person sales activity from March until June 10. In addition, an influx of buyers leaving New York City during the pandemic has led to intense demand for high-end homes in communities such as the North Shore of Nassau County and the East End."

Although this sounds like doom and gloom for buyers, another reason for the high demand is that mortgage interest rates are at a record low. It is now possible to lock into a 30-year mortgage for 2.7% or better.

If you have been thinking about buying or selling during this fast-paced market, the most important thing to do is set yourself up for success. It has never been more important to enlist the help of a real estate expert. Buyers--especially first-time buyers--should set up a buyer consultation to learn how to stand out in a multiple offer scenario. Sellers, pricing has never been more important. It is still possible to over price and that will end up costing you money in the long run. See below and sign up for one of my FREE virtual learning events!



02 | Important EVENTS

JAN. 1

New Years Day. Happy 2021!

JAN. 21

Homes & Hot Cocoa for Buyers
6:00 p.m. via ZOOM (see below)

JAN. 26

Homes & Hot Cocoa for Sellers
6:00 p.m. via ZOOM (see below)

MAR. 1

Nassau County Property Tax
Grievance Deadline

MAY 18

Suffolk County Property Tax
Grievance Deadline



04 | *Winter* HOME STAGING TIPS

Staging your home correctly for the season will add character and warmth to liven up your home, even in the colder months. Easily transform your home for a showing this winter with these tips -

- ✓ Shovel your driveway or walkway, and sprinkle a layer of salt to ensure a safe entrance to your home.
- ✓ Set up extra hangers to encourage guests to remove their coats and feel more at home.
- ✓ Accessorize for the season with textural layers of winter decor, such as throw blankets, pillows and area rugs.
- ✓ Use neutral holiday decorations, while putting away personalized stockings and family photos.
- ✓ Create a festive, inviting scent by baking winter treats such as gingerbread cookies.
- ✓ Make sure your home is at a warm and comfortable temperature. Light your fireplace to set a cozy mood.
- ✓ Turn on every light in your home - including closet and porch lights. Add warm toned lamps in poor lighting.

03 | HOMES & HOT COCOA VIRTUAL EVENTS



If you are planning to sell your home in 2021, join me on Tuesday, January 26th for an educational, Virtual Home Seller Event.

I will tell you how to:

- Prepare your home for sale.
- Safely show and sell your home with my COVID-19 safety plan and procedures
- Coordinate the sale of your home with another purchase
- Time the sale of your home
- Organize and prepare important paperwork

*RSVP by January 15th and receive a FREE Hot Chocolate Bomb (local delivery only).



Join me on January 21st for a Virtual Homebuyer Event.

You will learn:

- What is needed to get pre-approved
- Market information and strategies to get an accepted offer in a competitive market
- The home-buying process
- How to avoid home-buying pitfalls

*RSVP by January 15th and receive a FREE Hot Chocolate Bomb (local delivery only).

Wishing you a *wonderful* holiday season!