

February 2024



Taking a Leap

Happy leap day everyone! That's right, 2024 is a leap year, which means people born on February 29 finally get some presents.



But why do we even have leap years? Our calendar has 365 days in a year, because that's pretty much how long it takes the Earth to orbit the Sun. The problem is that in reality it takes the Earth exactly 365.24219 days to circle the Sun (that's a solar year), which means our calendar is out by around a quarter of a day a year.



That discrepancy was spotted a while back. In 45 B.C. a decree by Julius Caesar began the practice of adding an extra day every four years, with the creation of the Julian calendar - making up for those quarter days.

That would be perfect if a solar year were exactly 365.25 days - but 365.242 is a teeny bit less than that, and over time that teeny bit adds up.

So in 1582 A.D. Pope Gregory XIII created the Gregorian calendar, coined the term "leap year" and established February 29 as the official date to add to a leap year. Now, a leap year occurs in every year that is divisible by four, but only in century years that are evenly divided by 400. So that fixes everything. Well, not entirely. The solar year is approximately 26 seconds shorter than the Gregorian year at the moment - but that's a problem for another day.

Goopy Butter Cake

A friend recently brought a version of this recipe over to my house for dessert. It was so good. The leftovers didn't last a day. This has inspired me to share one of my favorite recipes with you:

- 1 Package (18.25 oz) Yellow Cake Mix
- 1 Egg
- 16 T Melted Butter, Divided
- 1 Package (8 oz) Softened Cream Cheese
- 2 Eggs
- 1 tsp Vanilla
- 1 Box (16 oz) Powdered Sugar

Method:

Preheat oven to 350 °F.

Combine the cake mix, egg and 8 tablespoons butter and mix well with an electric mixer. Pat the mixture into the bottom of a lightly greased 13 by 9-inch baking pan.

In a large bowl, beat the cream cheese until smooth. Add the eggs, vanilla and 8 tablespoons butter and beat together.

Next, add the powdered sugar and mix well. Spread over cake batter and bake for 40 to 50 minutes. Make sure not to over bake as the center should be a little goopy.



Sold | \$765,000



Just Sold | \$2,685,000



Just Sold | \$1,087,500 (Rep Buyer)

Recent Activity ————— Sold: 4 ————— In Escrow: 2 ————— Coming Soon: 4-

4 Questions to Ask When Selling

When selling your home, it's important to ask the right questions. Making sure everyone is on the same page throughout the home selling process is key to getting your home ready for the sale.

What's the typical time frame for selling?

This question is a great way to gain some perspective on the overall process and can help you be more prepared for the (sometimes) long journey of putting a home on the market.

What is the best marketing strategy for selling?

This will vary based on location and other factors, but making a home stand out on the market is important. Between social media, mailers, open houses, and solid listing photos, there are plenty of factors in a strong marketing plan.

How will the listing price be decided?

Money is obviously a large part of the selling process. Knowing the plan to reach a listing price is an integral part of the sale, and something you will want to stay on top of and adjust accordingly.

What does the staging process look like?

Depersonalizing your home is important and can take some time depending on how your interior is styled. There should be a solid plan for this step, even if it means getting an outside contractor involved to make your home market ready.

Local Activities and Events

- Now - March 1: LA Sanitation Clothing Drive
- Now - March 31: Oscars Gallery Tours at the Academy Museum
- February 11: New Art Exhibition Opening at CSUN Art Galleries - LATINX Roots American Sacrifices
- February 20: FJR & Associates Home Seller Education Event at Monty's Prime Steaks Seafood
- February 21: Las Virgenes Water District California Friendly / Native Plant Landscape Training
- March 2: Las Virgenes Water District Garden Design Workshop
- March 9: Free Bulky Item Drop-Off Event

Oh by the way... We're never too busy for your referrals



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FJR & ASSOCIATES UPDATE

The **#1** Reason People Move: To be Closer to Family

What Gets in the Way of Connecting with Loved Ones?

- Life gets busy
- Financial constraints
- Work or health
- A vast country with multiple time zones
- “Let’s wait for the right time.”

Let’s Strengthen Our Ties!

- ✓ Visualize your ideal family outcome →
- ✓ Find creative ways to always stay connected
- ✓ Be realistic with your time and resources
- ✓ Don’t procrastinate; brainstorm ways to meet in the middle
- ✓ Let FOMO guide you!

Ideal Family Outcome

(E.g., I want to live within 5 miles of Grandma)

Over the next 2 years:

- 7 million people turn 65
- 3 million marriages
- 1.5 million divorces
- 7 million births



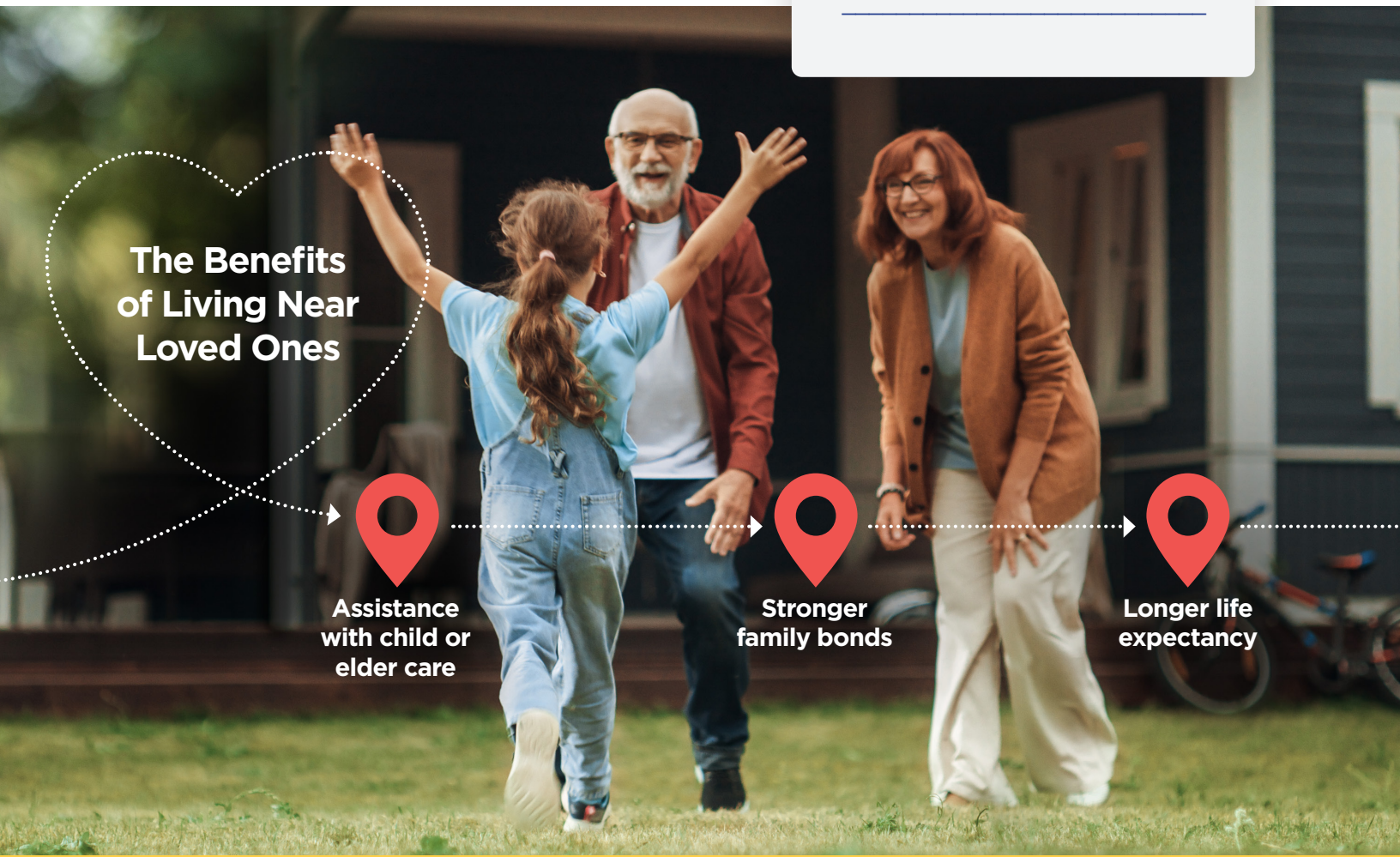
People are on the Move!

Declining mortgage rates and significant personal milestones create pent-up demand for both buyers and sellers.

Ways to Stay in Touch

- ✓ Write specific goals for your ultimate family outcome →
- ✓ Use technology to schedule a video chat
- ✓ Send a handwritten card or small gift
- ✓ Use or share your air miles for visits
- ✓ Invite everyone to a family get-together

Goals
(E.g., Save \$100 a month for a family get together)



The Benefits of Living Near Loved Ones

Assistance with child or elder care

Stronger family bonds

Longer life expectancy

If you or someone you know is considering a move, feel free to contact me with any questions. I'm here to offer clear, concise information you can trust. I also belong to a network of top real estate professionals, and I can connect you to one wherever you're looking to go.

SOURCES: 1. National Association of REALTORS * 2023 Home Buyers and Sellers Generational Trends Report 2. gobankingrates.com/retirement/planning/boomers-moving-further-from-home-close-to-grandbabies-is-it-good-financial-move/ 3. U.S. Census Bureau 4. [pewresearch.org/short-reads/2021/11/04/amid-the-pandemic-a-rising-share-of-older-u-s-adults-are-now-retired/](https://www.pewresearch.org/short-reads/2021/11/04/amid-the-pandemic-a-rising-share-of-older-u-s-adults-are-now-retired/) 5. [cdc.gov/emotional-wellbeing/social-connectedness/affect-health.htm](https://www.cdc.gov/emotional-wellbeing/social-connectedness/affect-health.htm) 6. [nber.org/system/files/working_papers/w17678/w17678.pdf](https://www.nber.org/system/files/working_papers/w17678/w17678.pdf)