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Issue  
**ONE**

A Monthly Intro into the Current Real Estate Market Aug. 30 – Sept 29 2018



**CAPO CASALE  
REALTY**

**NEWSLETTER**

[www.CapoCasaleRealty.com](http://www.CapoCasaleRealty.com)



**Listing side >>>**

**Trivia: Answer all 5 questions correctly and see what happens!**

**Q1: Warren Buffet still lives in the same house he bought in 1958. How much did it cost?**

- A) \$7,600
- B) \$31,500
- C) \$51,300
- D) \$53,500

**Q2: If Warren Buffet sold his house for the same value he purchased it, what would his**

**Excise Tax be in NC?**

- A) \$16
- B) \$15
- C) \$107
- D) \$63



# Creating Curb Appeal

## Making a good first impression counts!

First impressions are everything – at least when it comes to selling your home. According to the National Association of Realtors, 63 percent of homebuyers will drop by after viewing a home they like online. What will they see? The home's exterior – including the front entry, yard, driveway and sidewalk – Taking care of your exterior shows you take care of your interior!

**ONE.** Act like a Buyer

Walk around your entire home's exterior with a critical eye and a notepad and pen.

**TWO.** Look up at the sky

Is your roof missing any shingles, or is it dingy and streaked? A good cleaning or, if necessary, a roof replacement will up your home's curb appeal factor tremendously.

**THREE.** Under Pressure

Pressure-washing the dirty siding and deck, as well as the oil-stained driveway and faded walkways is an extremely cost-efficient way to increase your home's curb appeal.

**FOUR.** Brighten Up

Fling open the shutters, curtains and blinds. Homes that are brighter inside sell faster, and open curtains look prettier on the street." Go outside and look at your window treatments from the street, and try to keep a uniform look throughout.

**FIVE.** Light Up Your Landscape

Give your walkway an edge with solar light fixtures, which are affordable and a cinch to install.

**SIX.** Add Some Polish

A thorough scrubbing is a must before painting any exterior surface. It removes the dirt and broken-down paint residues that keep fresh coats fresh! Sand and caulk where necessary before painting! Paint the exterior, the door, and window trim.

**SEVEN.** Final Polish

After you've freshen up your home, replaced fixtures, and added a new mailbox if needed, do a drive by. Drive by your home and make sure it is just as you remembered when you first saw it. Remember what made you buy your home and let those features shine! Also, remember there is only ONE First Impression!

Well maintained landscaping and decorative painting will help spruce up a home's exterior

set the stage >>>

Visit our site at [CapoCasaleRealty.com](http://CapoCasaleRealty.com)

# Staging Your Home for Prospective Buyers

A fresh coat of paint makes everything look cleaner! When selling a house, cleanliness is vital. Experts suggest painting your Living Rooms every 5-7 years, Kitchen, Bedrooms, & Bathrooms 3-4.



## Living Rooms

Declutter and minimize the amount of belongings to maximize the space. Clear off bookshelves and any tables. Create a conversation area; arrange furniture so buyers can envision themselves sitting, talking, and well... living.

Leave a cookbook out and some decorative fruit. Alphabetize your spices or any thing that a buyer may notice that shows you are meticulous about your home! Keep items away from under the sink!

## Kitchens

Declutter, cleanliness, and minimalize is consistent throughout when staging, but make your kitchen sparkle! Clean appliances, wipe down cabinets, and remove dirty dishes from dishwasher!



## Dining Areas

Let there be light! Set the stage and the table. Perhaps a centerpiece such as a vase with flowers. You want to set the table, but avoid over staging. So, do not bring out the expensive chinaware. Throughout the house it's important to clean & dust, including the baseboards & light fixtures, especially that chandelier! Clean the vents and/or change your filters. The buyers are looking for your home to be theirs!



property advice >>>

## Brain Teaser...

What can you keep as long as you don't share it, and once you share it can no longer keep?

See final page for the Answer.

**Location, Location, Location...** It is no *secret* buying a home in the right location helps hold the value of your home. You want to avoid buying the wrong home in the right location or the right home in the wrong location. What helps make these locations the prime spot?

Does your home have an HOA? Be sure you know exactly what is included. Before & even after purchasing. Rules & Fees Change!

## On Location!

Visit these websites to visit Charlotte's sites!

[www.charlottesgotalot.com](http://www.charlottesgotalot.com)

[www.tripadvisor.com](http://www.tripadvisor.com)

Not in Charlotte? Change the location on Trip Advisor to wherever you desire!

For more information & helpful in "sites" go to our site:

[www.Capocasalerealty.com/resources](http://www.Capocasalerealty.com/resources)

**Top rated school districts:** We recommend researching schools on sites such as [hwww.ratemyprofessors.com](http://hwww.ratemyprofessors.com)

### Recreation & Nature:

Homes near lakes, oceans, cities & with exceptional views. Remember to check for natural events such as: <https://msc.fema.gov/portal/search>

### Entertainment & Shopping

### Economic Stable Neighborhoods:

Homes that stand the test of time.

Do you prefer the City or Country? Ammenities? HOA?



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## Real Estate



GLASBERGEN

"The key to home buying is LOCATION. You'll need the money located in your savings account, you'll need the money located in your checking account, you'll need the money located under your sofa cushions..."

# Essential Tips for First-Time Homebuyers

Reach out to your local Loan Officers for tips on programs for First-Time Homebuyers! Don't know a local Loan Officer, contact us! Agents work with Lenders and Attorneys throughout the Real Estate process.



Certain programs that are offered at different times allow people to be First-Time homebuyers again! Huh? Yes, if at the time you do not own, some programs allow you to purchase as a First-Time homebuyer if you have not purchased a home in a certain amount of time. Qualifications such as those is why it is important to speak to a Lender!

**Be Prepared.** Get pre-approved before you start house hunting. Your Lender prepares you for the amount you're qualified to borrow in order to purchase your dream home. No Agent wants to show you your dream home only to disappoint you because either you are not pre-approved or someone else already was and beat you with the more credible offer.

**Research.** With technology it is easier for buyers to check on Google if there is an electrical tower not shown in the gorgeous pictures. This applies for all buyers as does researching the area for market trends, & location perks (such as those mentioned above). Being prepared allows you to act quickly in a sellers market.

**Buyer Representation is Free.** The seller has already negotiated the commission paid to both sides, and if you have no representation the seller's agent can keep the full amount. This is known as Dual Agency, which will be discussed in another Capo Casale Newsletter. So stay tuned.



## Trivia: Charlotte Area

*Q3: 201 Central is a wine, beer & speciality food store located in Wesley Chapel, NC. What & where is the name in reference to?*

## Trivia: Carolina History

*Q4: The Carolina Panthers made their regular season debut in September of 1995. Who caught the first complete pass in Carolina Panthers' history?*

### CAPO CASALE Meaning:

*Translates from Italian to Head of The House. Michele Feleppa's Maiden name.*

**Become Head of The House >>>**

**Trivia: The eARTH with out ART is "eh"**

**Q5:** Which Artist died from excessive "passion"?



- ALL Answers must be submitted to [RFleppaCCRealty@Gmail.com](mailto:RFleppaCCRealty@Gmail.com)
- You have until **5pm Friday 09/28/2018**. So take your time & hurry!
- The FIRST person to have ALL answers correct will receive a little prize!
- Please email with subject as "Newsletter 1 Answers".
- ONLY 2 attempts via email, So if you don't think your 1st submittal is correct, try again. But if they were right, and you submit a change, sorry 2<sup>nd</sup> submittal overrides & is final! 3<sup>rd</sup> email submittal will not be considered!
- You won't know if you're correct though or have won till the answers & 1 WINNER are announced in the next Newsletter!

## History of August'us'

Augustus who was the Great Nephew of Julius Caesar was Rome's 1<sup>st</sup> Emperor. In his honor, the Senate renamed the month of Sextilis to August. Originally only having 30 days, the Senate did not want Augustus' month to be inferior to July (named after Caesar). So the Senate took a day out of February and added it to August to make it 31. Even with July.



# finalthoughts...

*I hope this Newsletter finds you some sort of helpful information. At the very least, may it be entertaining! It certainly is for me as I find myself with an constant urge to create. Whether it be painting, desiging, or now my newest outlet writing. Thank you for reading!*

When first licensed as an Agent, I remained an instructor for painting classes. Often outside before classes, perhaps I was people watching, but I was also watching the city I grew up in grow itself. I would wash the windows because after all there was art displayed in the windows and through that crystal glass art decoated the walls. It had to have the curb appeal and cleanliness to draw walkerbys in. Once inside, the stage was already set. They may have signed up because of the art and had multiple preconceptions, but I sold them my memories, passions, and made them feel at home!

Contact us at (704) 661-1344



CAPO CASALE  
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Our studio's location is no longer present. I still share my passion for the arts through memeories & traveling from one site to the next I still instruct sporadically. In fact, I even paint in my own company office. Just as you sell your home and journey to the next house, you too will carry memories & passions and share them in your new home!

"Have I played the part well? Then applaud as I exit." Augustus

-Raffaele Capocasale Feleppa

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[www.HeadofHouses.com](http://www.HeadofHouses.com)



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Brain Teaser Answer is: A  
Secret.

[www.NAR.Realtor](http://www.NAR.Realtor)  
[NC Real Estate Commission](http://NC Real Estate Commission)  
[SC Real Estate Commission](http://SC Real Estate Commission)  
[HUD.gov/Fairhousing](http://HUD.gov/Fairhousing)



coming soon >>>

## In The Next Issue

*"Coming soon" Listings*

*Determining Your Home's Value*

*Mortgage Rates 101*

*Downpayment Help for Young Buyers*



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