



YOUR HOME, YOUR WAY

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A YEAR OF GIVING THANKS

As November traditionally is the month of “giving thanks,” I can’t help but reflect on this past year as a whole—how many people I know, have bumped into, or heard about who lost a job, lost a house, or suffered some sort of loss due to the economy. It seems almost everyone has been affected—even those I never suspected.

What amazes me most, though, is that all of these people maintain such a positive attitude, which leads me to wonder why. Is it because they know they’re not alone? With so many people fighting through tough times, perhaps we all feel an even bigger sense of community—we don’t feel as uncomfortable talking about our struggles because we know others can relate. And I, too, can relate. My family hasn’t been exempt from the economy’s effects—we are downsizing, economizing, living more “lean.”

And from this experience I’m learning that I’m focusing on what’s actually important—is it the fancy car? The big house? Expensive dinners? No. It’s the simple things, like how we spend our time, that matters most. And learning to appreciate what we *do* have—like each other.

I’m grateful for the many people I’ve known, met or helped over the years—and for those who have helped me! I am optimistic about what lies ahead, and I’m excited for the future. Take time to look around you—find what you’re grateful for, hold onto it and be happy. Better times are just around the corner.

All my best,

Courtney



Courtney Way
A Better “Way”
to Real Estate
Since 2001

A SMART MOVE: LIST YOUR HOME DURING THE HOLIDAYS



Spring is the most active home-buying and home-selling season. In fact, many people think spring is the best time to put their home on the market—and that listing during the holidays is the worst. But believe it or not, the holidays can actually be the *best* time to sell, and here are 10 reasons why:

- 1 Because many home owners believe they should wait until after the holidays to sell, there’s less competition out there.
- 2 Potential buyers are serious buyers—the “window shoppers” don’t take the time to look during fall and winter months.
- 3 Holiday décor is like icing on a cake—it can make a home look warmer and show much nicer.

- 4 Because holidays are linked with emotion, buyers who are more emotionally attached to a home may pay more for it than in the spring and summer months.
- 5 The end of the year is fast approaching, and some buyers must purchase for a tax break.
- 6 A shorter supply of homes on the market means more demand for your home. But once spring has sprung, supply will go up, causing less demand for your home.
- 7 Many new jobs start in January, and folks transferring from other areas can’t wait until spring to buy—they’re looking and buying now!
- 8 Buyers have more free time for home shopping during their holiday vacations or breaks than they do during the rest of the year.
- 9 If you list now, you’ll likely be a non-contingent buyer come spring—when more homes are on the market to buy!
- 10 You can restrict showings during the six or seven actual holiday days—a nice perk when selling your home.

If you’re interested in listing your home but are one of the many who thought, “I’ll wait until after the holidays,” think again. As you can see here, there are several advantages to listing during the winter months. You can read more in depth about each reason to sell during the holidays on my blog: <http://courtneyway.wordpress.com>.

AT A GLANCE: EAST SACRAMENTO



McKinley Park

Comprised of the McKinley Park, Fab '40s and River Park communities, East Sacramento* has long been known for its character and charm with its mixture of bungalows and Tudor, Craftsman and Mediterranean Revival-style houses built in the '20s, '30s and '40s. Out of many communities in the greater Sacramento area, many people move to East Sac to enjoy the picturesque and quiet tree-lined streets and their central freeway locations.

Also a draw is East Sac's proximity to midtown and downtown. Just streets away, midtown has seen an explosion in the number of fine dining offerings, monthly social events and public art and performance offerings. Schools, community activities, a relative

sense of security and the number of outdoor, social and recreational diversions make for a pleasant mix of outdoor offering that encourage and foster a strong sense of community.

While real estate prices in Sacramento have dropped significantly during this Great Recession, home prices in many East Sacramento communities have remained fairly stable—a testament to its overall stability and general market appeal.

**Each month I will highlight a different community throughout Sacramento. Is there a particular neighborhood you'd like to see featured? If so, let me know at courtney.way@bhghome.com*

East Sac: By the Numbers*

Average sales price: \$326,500
 Average days on market: 56
 Average price per square foot: \$293.38
 Average SP/LP: 96 percent

*Stats are based on a starter-type home in East Sac of 1,140 sq ft 2-3bd/1ba. For more data on move-up homes, please contact me. SP/LP=Sales Price/List Price.

As a Sacramento resident for 30 years, I can assist in the following residential areas:



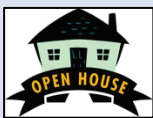
- West Sacramento
- Downtown/Midtown
- Land Park/Curtis Park
- East Sacramento
- Natomas
- Sierra Oaks
- Arden Park
- Carmichael
- Fair Oaks
- Folsom



OUT AND ABOUT | LOCAL EVENTS

As of Nov. 5, **The Downtown Holiday Ice Rink** has been open for skating—grab your ice skates and head to St. Rose of Lima Park at 7th and K streets in downtown Sacramento and take part in the winter wonderland. For more information, visit www.downtownsac.org/icerink. ||| On Thursday Nov. 11, a **Johnny Cash and Patsy Cline Tribute Show** will be at the Crest Theatre at 1013 K Street. Doors open at 6 p.m. for this 7 p.m. show, which features the Rhythm Riders and benefits the Clean & Sober nonprofit. Visit www.clean-and-sober.org for more information. ||| From Nov. 19 through Nov. 21, Cal Expo is hosting the **Sacramento Harvest Festival** at Cal Expo. The largest indoor art and craft show on the West coast will have more than 24,000 American hand-made items on exhibit and for sale. Visit www.harvestfestival.com for more information. ||| Start Thanksgiving Day by participating in the 17th annual **Run to Feed The Hungry**, which begins at Sacramento State and has a 5k and 10k option for entrants through East Sacramento! Visit www.runtofeedthehungry.com for more information. ||| That same morning, the Folsom Zoo is

hosting the **Thanksgiving Feast for the Animals**, an annual tradition that starts at 11 a.m. Watch as the animals receive their festive Thanksgiving meals! ||| On December 2 from 4:30p.m. to 10 p.m., **Sacramento Magazine** is hosting its Best of Sacramento party at the Convention Center—an annual celebration of Sacramento's finest food, drink and fun. Visit www.sacmag.com to purchase tickets.



Keep your eyes peeled for e-mail updates on when and where I will hold local open houses!

WHAT IS MY HOME WORTH??



The question everyone wants to know these days is what their current home is worth.

For a free market analysis of your home's current value, contact me via e-mail or phone. I am happy to provide you with this information at *no cost, no obligation.*



Love wholeheartedly, be surprised, give thanks and praise—then you will discover the fullness of your life.
 —Brother David Steindl-Rast

READER'S POLL: BEING THANKFUL

What are you thankful for this season? How has the economy affected you and your family? Has it brought you closer, or has it caused more strain?

Please share your thoughts by sending me an e-mail at courtney.way@bhghome.com.

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