



YOUR HOME, YOUR WAY

OCTOBER 2010 | VOLUME 1, ISSUE 1

A CHANGE WITH THE SEASONS

FALL is my favorite time of year! The leaves change, our wardrobes change — even the cups at Starbucks change! In fact, Prudential CA Realty has also changed; we have partnered with Better Homes & Gardens Real Estate. With this affiliation, I now have access to an even broader set of tools and resources to market homes and help buyers find the right home.

Our name has changed, but my commitment to my customers remains. As an agent who's always built my business on working with individuals, couples and families who take pride in their homes, I can't think of a better company to work with — a company that focuses on the "tradition of home."

And with all this change in the air, I decided to make a change of my own. Most of you have received my monthly "Item of Value" over the past year, and although they did contain some valuable information, I didn't feel that they really honed in on what's important to you, the homeowner. So beginning this month, that monthly mailer will now be my own personal newsletter filled with more information that's pertinent to what's happening in *our* neighborhoods. I hope you enjoy!

As always, I welcome your feedback — give me a call and tell me what you think! Or if you have any questions, don't hesitate to contact me.

All my best,

Courtney



*Courtney Way
A Better "Way"
to Real Estate
Since 2001*

SHORT SALES — DO THEY REALLY WORK?



A common misconception of a short sale is that the transaction will take a "short" amount of time. In reality, a short sale is defined as a real estate transaction in which the sale proceeds fall short of the balance owed on the property's loan. Though the short sale was previously a more treacherous home-buying path, as negotiations with the bank could go on for months — years, even — things have changed. Banks, for instance, are perfecting the process, thus making it easier to succeed at the short sale.

Last month, for example, I closed another short sale — and it took three months from start to finish! It was actually one of the smoothest transactions I've had. We put the home on the market, got an offer within two days, received a response from the bank within two weeks, got approval within one month, and shortly

thereafter, we were handing keys over to the new home owners — they were happy as could be! The seller, who was my client, was also very pleased; he said it was a huge relief off his plate and was a much easier process than he had initially thought!

Now, I can't promise that *all* short sales go this easy! But for many, they truly can be the answer.*

In addition to the process going smoothly, proceeding with a short sale can have other benefits. For instance, I recently heard from another client who I helped with a short sale; she was ecstatic for two reasons. First, the mortgage now showed as "paid" on her credit report. And second — as a result from that "paid" mortgage — her credit score drastically increased after the short sale finalized. Her score jumped up 120 points! Now there's a testament to how a short sale versus a foreclosure may help.*

Read more of this story on my blog:

<http://courtneyway.wordpress.com>

*Short sale qualification and results can vary; contact me for details.

MY RECENT SALES



1933 LINDEN ROAD
WEST SACRAMENTO
three bed, 2.5 bath
\$210,000

436 HARTNELL PL
CAMPUS COMMONS
three bed, two bath
\$330,000

11291 STANFORD CT
GOLD RIVER
three bed, 2.5 bath
\$245,000

2964 HOLDREGE LN
NATOMAS
three bed, two bath
\$215,000

961 COURTYARDS LOOP
LINCOLN
three bed, 2.5 bath
\$210,000

AT A GLANCE: WEST SACRAMENTO



Tower Bridge

Home to Raley Field and the Rivercats, many people move to West Sacramento* because of its sense of community, shopping, and newer developments of both homes and retail outlets (think IKEA and its surrounding Riverpoint Shopping Center). West Sacramento is also in very close proximity to downtown Sacramento, and therefore can offer downtown's activities, restaurants and nightlife while providing more "bang for your buck" in terms of price per square foot compared to downtown.

Ultimately West Sacramento has grown extensively over the past seven years. Those who live in West Sacramento can enjoy not only the sense of real community, but participate in the city's virtual community as well by visiting the West Sac Wiki page at www.westsacwiki.org

– and contribute to it. The West Sac Wiki is "a center for community contributed information, opinions, announcements, and everything else about West Sacramento – especially the little, enjoyable things."

"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

West Sac: By the Numbers*

Average sales price: \$222,264

Average days on market: 68

Average price per square foot: \$132.75

Average SP/LP: 99 percent

*Averages based on current data for a 1,600 sf 3bd/2.5ba; 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 Sept. 25, **Dave's Pumpkin Patch in West Sacramento** has been open to the public. In addition to being open from 10 a.m. to dusk Sunday through Thursday and 10 a.m. to 9 p.m. Friday and Saturday for hay rides, pony rides, a petting zoo, a corn maze, to name a few, Dave's also has special events. Head over on Oct. 15 from 7 p.m. to close for "Movie under the Moon," and on Halloween, children can go trick or treating. ||| As of Oct. 10, the **Crocker Art Museum in downtown Sacramento** has unveiled its new expansion, and on Oct. 16, the museum is hosting a Neo Culture 2010 Modern Culture Party from 8 p.m. to 2 a.m., featuring various musical, ballet and art shows and performances. Visit www.neocrocker.com for more information. ||| For the whole month of October, **The Artwork Gallery in Fair Oaks** is showing the "Into the Future" art exhibition. Head to 10239 Fair Oaks Blvd. #4d Wednesday through Sunday from 11 a.m. to 5 p.m. to

see works by Ted Sanders that document moments and emotions experienced over a lifetime. ||| At 8 a.m. on Halloween, participants in the **Four Bridges Half Marathon will meet at Rodeo Park in Folsom** to begin the trek. Want to participate? You must register by 11:59 p.m. on Oct. 15. Visit www.fourbridgeshalf.org for more information.



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.*



READER'S POLL: RECESSION OVER?

In a recent article in the *Sacramento Bee*, officials stated that "the recession is over." **Do you agree?**

Please share your thoughts by sending me an e-mail at courtney.way@bhghome.com. You can also find me on Facebook: www.facebook.com/Courtney.Way.Sacramento



COURTNEY WAY

REALTOR® Lic# 01311904

1819 K STREET, SUITE 100, SACRAMENTO, CA 95811

916.804.7389

COURTNEY.WAY@BHGHOME.COM

WWW.COURTNEYWAY.COM



MASON-McDUFFIE

A BETTER 'WAY' TO REAL ESTATE
SINCE 2001

