



YOUR HOME, *your Way*

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WELCOME BACK KRIS!



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

As many of you have heard by now, Team Steele|Way is back in action throughout all of West Sacramento (and beyond)! For those of you who knew us as a "team" in years prior, you already know that Kris and I served several new home communities throughout West Sacramento during the past decade. Between Bridgeway Island, Rivermont and Rivercrest, chances are you bought your new home from one of us. While Courtney has been working the resale market diligently for the past few years, Kris was working for a well-capitalized investment firm specializing in acquiring distressed properties and rehabbing them for resale. Now, we have come together again — with Capital West Realty — to be the best in the business! Call us if you need help or advice, or just want to say hi — or pass our info along to your friends. We know how your home was built; we know how to get it sold!



Kris Steele
*Serving the
Sacramento region
for 25 years*

Hope to see you soon!

Courtney & Kris

STATE OF THE UNION

OK, it's time for a little reality check! Think this is a buyer's market? Think the economy is so "horrible" that any home buyer can just go out there, pick any home they want, offer really low, and call all the shots?

Well think again, friends. It's a seller's market.

"Beth," for example, is one of our current clients trying her darndest to buy her first home. We've now put out more than 10 offers, all of them outbid by other multiple offers. One of the properties had 11 other offers — another had 20!! Phew — what a challenge in representing a home buyer these days.

So you'd think it would be a listing agent's dream, right — putting a home on the market and having tons of offers thrown at you? Hmm ... well, somewhat. Simply put, it's pure chaos!

Last week alone, we took two new listings, and the minute each of them hit the market — BAM! We couldn't even think straight — tons of calls, tons of emails, and several offers thrown at us SIGHT UNSEEN! Yes, people are putting out offers on homes that they haven't even seen yet.

So — listen closely and show a raise of hands: Who still thinks this is a buyer's market? The definition of a buyer's market is when there is more inventory than there are buyers, and buyers therefore "call the shots." The definition of a seller's market is when there is so little inventory (i.e. more buyers than sellers) and therefore SELLERS call all the shots.

Right now, sellers are calling the shots. So yes, we're here to



report that we are, in fact — and have been for a while now — in a seller's market.

The good news? Low inventory = increasing prices. The rules of supply and demand apply — buyers need homes, and sellers will get more money for them! So, if you have been on the fence about whether to sell, you should jump off! There are buyers out there for your home. For buyers, it may be a different story ... one that can still end happily, but may require a little patience.

Interested in learning more? Check out our blog at <http://courtneyway.wordpress.com/2012/04/23/reality-check-up/>.



IS CASH KING?



Most home sellers jump for joy when they get a “cash offer,” thinking that far outweighs any other offer on the table. Sure, sometimes cash offers are the best bet for the

sale of your home – or, the only option for distressed properties. But, is cash always best? Here are a few reasons why CASH might not always be KING:

- Cash may mean that they are investors, but that doesn't always mean they are emotionally invested in your home.

- Cash investors may often have several offers “thrown out into the wind,” which makes them easily prone to change their mind on YOUR home.
- Be wary of the “sight unseen” cash offer – what happens after they see your home? Will they still want it? If not, you've lost your other valuable buyers (and your valuable time!)
- Cash investors often look at their bottom line, which makes them apt to re-negotiate price after you've accepted their offer.
- If you're short-selling, some banks prefer owner-occupied buyers, which cash investors often aren't.
- Don't first-time buyers, who don't have tons of cash but can easily obtain a loan, deserve a chance, too? Just because an offer is contingent upon a loan doesn't mean that it won't close escrow.

As Sacramento residents for 30 years, we 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
- Roseville/Rocklin
- Lincoln

REFERRALS

Know of someone who's considering a move? Then send them our way – you can even pass on this newsletter! We will treat your referral with the utmost importance!

Thank You For Your Referrals

594 CANAL STREET, PLACERVILLE
2/1 BUNGALOW
\$270,000 | SHORT SALE APPROVED!
Charming Bungalow on Double Lot!

1303 39TH STREET, EAST SAC
2/1 TUDOR WITH DETACHED OFFICE
\$464,000
Stunning remodel in Fab 40's!

RECENT SOLD HOMES

3892 PROSSER STREET, W. SACRAMENTO
3/2 1860 SF BEAUTIFULLY UPDATED
\$251,000
Multiple offers first week!

1040 CAMERON DRIVE, FOLSOM*
5 BED/4 BATH, 3,650 SF
\$615,000
*PENDING
stunning estate with entertainer's dream yard!

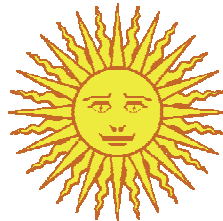
3654 PETER ISLAND STREET
\$190,000
SHORT SALE PENDING --
MULTIPLE OFFERS!!
Charming home in great Southport neighborhood!

West Sacramento Farmers Markets



This market season opens on **Thursday May 17** with great food and produce, a live band, the Swabbies food truck and a beer garden. Everyone's invited to kick off the celebration!

*"If you spend your whole life waiting for the storm, you'll never enjoy the sunshine."
- Morris West*



VISIT US!

Team Steele|Way will be at the Riverwalk Business Expo on May 22nd from 3 p.m. to 6 p.m. — come by and say hi!

RIVER WALK
BUSINESS EXPO



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