

Updated Daily Interior Photos



501 N. Lemon St.:

Currently a duplex, Could be 3 Bedroom, 2 Bath Home w/Den, Beveled glass French doors, Recently re-landscaped side & rear yard, Mills Act eligible w/some changes  
\$539,900



518 So. East St:

Own a piece on Anaheim's History! Constructed in 1913. Has all of the classic elements of it's era: gracious front porch, sleeping balcony, hardwood floors, high ceilings, French doors and more.  
\$475,000



627 S. Emily St.

Gorgeous Tudor style home! 2 Bedrooms + Studio, 2 Bathrooms, Huge living room with brick fireplace + covered ceilings, large backyard w/covered patio, Bright kitchen w/nook.  
\$399,900

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## Who Will You Trust With Your Largest Investment?



For the majority of Americans the largest investment they will ever make is their home. Surprisingly when it comes time to sell, some people look for the "cheapest" real estate agent. In this market over saturated with new real estate agents with a drop out rate of just over 78% it is obvious that "desperate for business" does not equal "best interest" of the seller.

## Marketing

The goal is obvious: exposure equals demand, demand equals the highest possible price. Believe it or not just having a sign in the front yard is not going to let all of the people looking for a home know that it is for sale. Having more than one offer in this market typically means \$10,000.00 and above asking price for the seller. Recently one of my listings sold with 13 offers \$26,000.00 over the asking price.

On the other hand I recently represented two separate buyers on purchase transactions. The listing agents on both were "discount agents". On one listing my clients got a price reduction of \$25,000.00 and on the other \$11,000.00. The "discount agents" wanted to sell the properties as fast as they could with as little effort as possible. The "discount agent"



convinced the seller to take less so they could move on to the next sale.

## Photos are worth thousands of dollars

People are busy. They often look for homes for sale on the internet. I find that unless a home has great photos and plenty of them, potential buyers are not interested in taking the drive to view the home! The same is true for printed material. Flyers and ads need to look very enticing and give the potential buyer all of the relevant information.



## Strategy

An experienced agent will know when to put the house on the market, around what price to ask and how to handle multiple offers. (Of course I can't reveal more of that type of information because it is my own personal strategies that have proven to do well for sellers and they're top secret!)

## Closing the transaction

You have to use your negotiating ability through out the transaction, not just in the beginning. You need to know who to call when you need a bid

*"'desperate for business' does not equal 'best interest' of the seller."*

# Inside The Colony

on a repair, a handyman, a termite company, etc. These are things that with a full service Realtor, a seller or buyer should not have to worry about. The Realtor is solely responsible for closing the transaction and the seller or buyer should have as minimal disruption as possible.

## Loan officers are not Realtors!



I have recently seen one instance in which a loan officer "listed" a home. Another active downtown Realtor and I both agreed we would have listed it for \$30,000 more. Both of us had buyers who submitted offers. Our clients were completely turned off by the way the situation was handled by the loan officer which had a negative effect on how much the sale of the house was.

## Consideration

Much thought should be given before you list your home for sale. Consider who is the most capable of selling your home for the most money, in the shortest amount of time, with as little hassle as possible with as much "liability coverage" as possible.



"I want to see what's out there first before I agree to sell!"



Before you agree to sell your home you should know what you are able to purchase first. These are the steps I suggest that you take when considering moving:

Give me a call. I would love to come over, take a look at your home, show you past comparable sales and tell you what your net dollars will be.

Give a lender a call. Now that you know what your down payment will be they can tell you what your new monthly payment will be and see what type of loan program you will feel comfortable with. Lender suggestion: Gail Kramer, Emerald Pacific Financial 714-520-4383.

Give me another call. I can help you in North Orange County, parts of South Orange County, and parts of LA County. I can connect you with Realtors in other parts of California and all over the country. We can take a look, assess what your dollar can buy you, if it looks as though you have choices that you like then you can make your decision. All of these steps are free and at no obligation. Lastly, I offer special discounts when you list and purchase a home using my services. Please call me when you are ready!

*"Every House in the Colony is different. Some houses are worth more than others because of their rarity, curb appeal or restoration work"*



**729 N. Janss St.**



**939 N. Summer St.**

### Neighborhood Update

120 S. Kroeger St.	\$370,000
729 N. Janss	\$387,000
1005 E. Oak St.	\$430,000
1132 W. Chestnut St.	\$299,900

### Home Improvement Holiday

The Mayor and City Council have named March 1 through May 31st a "Home Improvement Holiday". This is to encourage Anaheim homeowners to improve their homes. Permits for homes are free! Eligible permits are patio covers, re-roofing, remodels, room additions, swimming pools/spas and more! There is even an "amnesty provision" for prior work done without permits. Call 765-5153 for more information. Remember, if you have a historic home you will be referred to the Preservation Office before you are issued a permit. You can call the Preservation Office at 765-4340.



F.Y.I.

When you sell a home with an un-permitted improvement you must disclose the information to the buyer. Also, un-permitted square footage is not considered in an appraisal.

### Mercy Housing California



Mercy Housing and the Redevelopment Agency have entered into an agreement to build a large affordable housing project at Vine Street, between Broadway and Santa Ana Streets. Currently this site has commercial buildings. Mercy Housing is a non-profit organization that is known for very high quality projects. The project will not be for sale and will have on site management. Mercy Housing is making every attempt at reaching out to the community before construction and will hold several "community design" meetings. If you would like more information please call Holly at 714-550-5084.

### Yard Sale Time!

I would love to help with your yard sale!



My help includes lots and lots of signs, coffee & donuts! All I need is at least one house per neighborhood to participate.

Here are the weekends planned:

- April 3rd: Neighborhood around Citrus Park
- April 10th: Neighborhood around California Square
- April 17th: Neighborhood around Pearson Park
- April 24th: Neighborhood around Washington Park
- May 1st: Area by St. Boniface + Anaheim High School

If you're wondering what neighborhood you're in, just figure about 8 blocks or so around the above landmarks.

If you still don't know, or if I have not listed your neighborhood, please let me know! Please let me know as soon as possible so I may be prepared! You can leave me a message at (714) 254-3071 or email me at [meghanshigo@lycos.com](mailto:meghanshigo@lycos.com)

"Specializing in Historic Anaheim"  
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