



## Summer's Sizzlin'



### ...and so is the Real Estate Market



"Yes, I know what all the comps say, but my house is SPECIAL."

I'm sure you know a handful of people out there that are Realtors. Maybe your neighbor, a close friend or even a colleague at work. These days it seems like everyone has their real estate license. Well, who can blame them, when you can sell homes as a part time, very lucrative business on the side? But think about this...

#### How many people entrust a part time, inexperienced real estate agent to handle the sale of the largest asset they own?

That's crazy, right? But people do it all the time, simply because they know someone with a license to sell. So, this month, I wanted to share some insight from another good buddy of mine and experienced professional Realtor, Ian Anderson.

Ian began his career in Chicago in 2002 and moved to Florida in 2006, just before the "Great Recession" crushed the real estate market. So, he's seen the ups and the downs and how it's effected his clients and his business. He was past President

of the Daytona Beach Area Association of Realtors and continues to serve on its board of directors. He has served on several local and state committees and every year, makes his annual pilgrimage to Tallahassee to lobby on behalf of homeowner's rights.



Ian Anderson  
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As of August, when I interviewed him, he suggested the "Absorption Rate" in our local market is healthy. The Absorption Rate helps agents identify how quickly homes are being sold. Typically, if the average home sells in under 6 months, the market is HOT and prices

are moving up and inventory is slim pickings. In other words, a "Seller's Market". If, on the other hand, homes sit on the market for more than 6 months, pricing may get soft and it becomes more of a "Buyer's Market". As of mid-July, there was a 5-month inventory, suggesting a pretty healthy and balanced market.

Over the past year you may have heard chatter about how home prices are so overvalued and we're in for another crash. Interestingly, it appears that Median home prices sold in Volusia County from August, 2016 to July, 2019 (3 years) increased from \$170,000 to \$216,500\* which is a compound rate of return of 8.4% and may be unsustainable, at that level, since home prices should trend with average wage inflation. Extremely low interest rates have certainly been a catalyst to help drive home prices higher. But one thing Ian points out, is that not all markets are the same. In fact, within our geographic area, there are several distinct real estate sub markets. Condos, Beachside, Single Family and Investment Properties all perform differently. Each market is subject to its own unique risks and characteristics.

#### One of the biggest mistakes Ian's seen, is not getting a home ready to sell.

He suggests if you're thinking about selling, you really should consider getting it professionally staged which may cost a couple thousand dollars. Staging a house, gives potential buyers the best first impression and



September has arrived and with it comes Labor Day on Monday, September 2nd. Labor Day is called the "unofficial end of summer". So hopefully you were able to do everything you were hoping to, now that summer is unofficially over. Because as we all know in Florida, Summer sticks around until November!

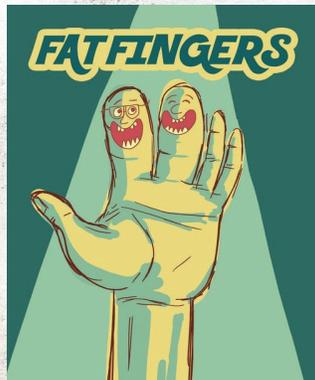
Respectfully,  
Scott Weidman, CFP®

demand the highest price possible. He says, "You have only one chance to make that FIRST impression". Things like, fresh, neutral paint. The layout of the furniture is important to make it appear welcoming. Freshly planted and mulched flower beds is inviting. The purchase of a home is an emotional one and appealing to all of the senses is key.

**Another mistake that buyers make, is calling the listing agent directly to see a home.**

"...to be continued"

# Don't Let That "Fat Finger Syndrome" Get You Frustrated



Have you ever been right in the middle of typing an important letter or email and had a "Fat Finger Episode" accidentally bumping the fingerpad on your laptop, wiping out an entire paragraph that took you forever to write? I've done it countless times and it can be extremely irritating! Well, I wanted to share some keystroke tips to keep your fingers moving and the frustra-

tion at bay.

- Ctrl + Z - This will save your document the next time you have a Fat Finger Episode. It completely redoes whatever you just screwed up.
- Ctrl + C - After highlighting whatever you want to copy, hit Ctrl + C to copy it to your invisible "clipboard".
- Ctrl + V - Now that you've copied something to the clipboard, simply hit Ctrl + V and it will paste it into a new document.
- Ctrl + PrtSc - This allows you to take a screenshot. Then go into your Paint program and paste it by hitting Ctrl + V. Great way to take a screen shot of something that you need to email.
- Ctrl + P - I think

most folks know this will let you print a document.

- Ctrl + 0 - This is another Fat Finger trick. If you accidentally zoom in or out, simply hit Ctrl + 0 and it should return to 100%.
  - Alt + Tab - This trick is AMAZING! If you're working on two tabs at the same time, by hitting Alt + Tab you can seamlessly toggle back and forth between the pages.
- There are many, many more shortcuts, but I truly use every one of these on a daily basis. I'm sure Apple products have similar ones and you should be able to Google them. Hopefully with a few new tricks under your belt, that next carefully crafted letter you write won't leave you feeling frustrated.



## Our service offerings

### Insurance

- ▶ Life Insurance (term, variable, universal and whole)
- ▶ Long Term Disability Insurance
- ▶ Long Term Care Insurance
- ▶ Buy / Sell Funding
- ▶ Business Overhead Expense Insurance

### Services

- ▶ Hourly Consulting
- ▶ Retirement Projections and Evaluation
- ▶ Income Planning
- ▶ Asset Allocation and Risk Management

### Investments

- ▶ Mutual Funds
- ▶ Variable Annuities
- ▶ Equity Indexed Annuities
- ▶ Fixed Annuities
- ▶ Stocks / Bonds
- ▶ Public Non Traded REIT's (real estate investment trusts)

### Account Types

- ▶ Fee Based Advisory Accounts
- ▶ Brokerage Accounts
- ▶ Third Party Money Managers
- ▶ 401k Rollovers
- ▶ IRA's and Roth IRA's

## Check Out Our New Website



Recently, our firm has gone through a complete overhaul of the website, www.

SavannahCourtFinancialAdvisors.com The old one was a neglected and

chaotic mess. The new site is clean and easy to navigate with convenient links to see when and where our next FRS Retirement Preparedness Presentations will be held. Please take a moment and visit the new site and let us know what YOU think.

"...Continued"

If the listing agent sells the property, they are on both sides of the transaction and receive all of the commissions. Are they really representing you independently? By hiring your own buyer's agent, you're not paying any more, since the seller is paying out the full commission which would be split be-

tween the buyer's agent and seller's agent, but now you have someone on your side trying to negotiate the best deal possible.

So, before you call Aunt Tilley to sell your house because she just got her real estate license, consider doing some research to find someone with experi-

ence and knowledge that can help you sell the largest asset you've ever owned! If you decide to call Ian, tell him Scott sent you!

[https://www.realtor.com/realestateandhomes-search/Volusia-County\\_FL/overview](https://www.realtor.com/realestateandhomes-search/Volusia-County_FL/overview)

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