



Jill Reid  
813-244-9561 Cell

# The Jill Reid Group

Exceptional Real Estate

[www.JillReidGroup.com](http://www.JillReidGroup.com)

## The Real Estate Update

August 2017

Volume 14 Issue 8

### Consumers Are Suing Zillow For Inaccurate Prices

**No one can argue the influence of Zillow.** Buyers use the site to search property listings and sellers use it to determine the value of their homes. About 160 million visitors a month use the site, making it the most used consumer real estate website on the internet.

With that kind of branding and identity, you'd think the information available on the site would be bulls-eye accurate and reliable.

**It isn't.**

In May of this year, Zillow offered a \$1 million prize to any developer who could improve its "Zestimates" tool—the formula the company uses to determine property values. Why? Zillow has recently come under heavy criticism from home sellers who used the Zillow estimate to establish a selling price and claimed its inaccuracy has cost them money.

Some have filed lawsuits to recover their losses. And while you might think this only has to do with sellers who found Zillow's prices were below the actual market value, resulting in sellers underpricing their homes, it's also a problem when sellers reject offers from buyers because they believe the offer is too low, only to find out the Zillow price was overinflated, and they lost the sale because of the inaccuracy.

For example, in a third party study conducted earlier this year, out of 5,000 home sales that were evaluated, only 29 percent sold within 3 percent of the Zillow price. By com-

parison, MLS data from our market area indicates 100 percent of the homes listed by Realtors sell at 1.9 percent of the asking price, which means sellers are receiving every dollar available from the current market—*when they use a Realtor to establish the price.*

Using Zillow to determine what a property is worth—whether you're a seller or buyer—can cost you money. In a worst case situation, it can cost you the sale.

If you need to know what your home is worth in today's market, call, text, or email us. We'll provide a detailed market analysis using up-to-date information taken directly from the MLS system. The service is free, and there's no obligation or sales pressure. Just let us know how we can help.

**Getting ready to move?** A recent survey explored the levels of stress experienced by couples before, during, and after a move, and found that 58 percent felt moving was a bigger challenge than wedding planning. Thirty-one percent (forty-six percent of millennials) said they had some of the biggest arguments during the move.

**The message?** Realize that moving is going to put additional stress on your relationship. Give your partner extra consideration during this phase of your life, especially when it comes to what's important to them to take to the new home. Being pressured to throw out items with sentimental value can cause resentment and anger. Paying a few dollars to move something to the new location—even though it ends up in the trash—is a small price to pay to keep your spouse



happy.

**Interest rates** haven't changed much over the past 60 days. Thirty-year fixed rates are just below 4 percent. A fifteen year mortgage will save you nearly a full percent point in interest (3.1%).

**The trend?** Forecasters continue to say rates are headed up, adding that we could see rates approach five percent in six to eight months. The reluctance of banks to loan money to self-employed borrowers, or those with lower FICO scores but otherwise qualified, has not gone unnoticed by private investment firms. These cash-rich companies normally invest in mortgages purchased on the secondary market, but the lure of increased revenue (profit) has motivated them to consider direct lending.

Rates and terms are still to be established, but are estimated at one and half to two points above prime conventional rates putting them at close to six percent. Currently, they are setting their sights on the commercial market, but residential loans may not be far behind.

**Questions?** We can help. Call or text us at **813-244-9561** or email us at: [JillReid@JillReid.com](mailto:JillReid@JillReid.com)



**WHY The Jill Reid Group?**

**Our No Risk Buyer Guarantee:** Use us to purchase your next home (owner occupied) and if you need to sell for any reason within 4 months of closing escrow, we'll sell your home for *ZERO listing commission.*

**We're Available:** We specialize in the Tampa Bay area, offer a discounted commission, and are available 7 days a week. Check out the feedback from recent clients at [www.JillReidGroup.com](http://www.JillReidGroup.com)

**For A FREE Copy . . .**

of our popular *10 Tips To Get Your Home Ready To Sell*, just text us or give us a call. No sales pitch. No pressure. We promise.



## August Birthdays

3, 1926: Tony Bennett  
8, 1937: Dustin Hoffman  
9, 1963: Whitney Houston  
18, 1937: Robert Redford  
19, 1946: President Bill Clinton  
21, 1938: Kenny Rogers  
25, 1930: Sean Connery

## You Call This Justice?

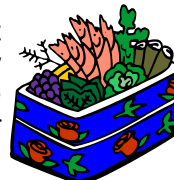
- Kathleen Robertson of Austin, Texas, sued and won \$780,000 after she tripped over a toddler who was running amok inside a furniture store. *The out-of-control kid was Ms. Robertson's own son!*
- Terrence Dickson of Bristol, Pennsylvania sued and won \$500,000 when a faulty door opener trapped him inside a garage and forced him to subsist on Pepsi and dog food for 8 days. Why was Mr. Dickson inside the garage in the first place? *Mr. Dickson had been robbing the house before he got trapped in the garage!*

"A century ago, bad news was rare and tended to be about accidents or natural disasters. Today, however, it's a very different picture. We've created a society that sends out specially-trained people to scour the globe for depressing bulletins. They search for information designed to make us feel bad. It would seem their mission is to convince us of the inherent evil in the world. And they - like other negative influences - should be avoided."

Wayne Dyer  
1940 - 2015

## Health Notes

**Top 10 foods for brain power.** Like every other system in the body, the brain needs good food. It uses 20 to 25 percent of the total energy a person consumes, and the better you feed the brain, the better it works. According to the New Jersey Medical College, these are the top 10 best foods for our brain: low-fat milk, yogurt, eggs, lean meats such as flank steak, chicken and other poultry, spinach/leafy greens, whole-wheat bread, oranges, black beans, enriched brown rice, and salmon.



**Handling "dirty money."** It's an established fact that virtually all paper money in circulation carries bacteria, including those that cause sore throats, urinary tract infections, and food poisoning. If you handle money in your work, wash your hands several times a day. If you don't handle money very often, you could follow the example of the Chinese during the SARS epidemic: When you receive money, put it away, then wash your hands. Don't touch it again for at least 24

hours, during which most bacteria will die.

### The Greeks called it "liquid gold."

It was used as medicine, food, and as a cosmetic. Olive branches are still emblems of peace. Modern medicine has recognized the value of its monounsaturated fat, which makes blood cholesterol and blood pressure go down. Olive oil also strengthens omega-3 fatty acid's anti-inflammatory effects. But new research indicates olive oil can and does lots more. The American Institute for Cancer Research shows significant benefits also come from more than 30 plant compounds within the oil. For example, its antioxidants and anti-inflammatories promote heart health. It also increases enzymes, which block development of cancer cells and increases their rate of self-destruction. While all types of olive oil provide monounsaturated fat, the highest levels of protective plant compounds come from extra virgin or virgin oil.

## How You Treat a Waiter Says a Lot About You

Restaurant servers are some of the most poorly treated employees in the workforce. They are often subjected to rude and abusive treatment (many times not their fault) and then must do everything they can to placate the customer.

How a person treats (or mis-treats) wait-staff is now thought to be so revealing of a person's character that an entire management theory has been written based on the server-customer relationship.

For example, the customer who handles a restaurant disaster well (regardless of whose fault) will be cool under pressure and will treat workers with compassion, indicating a good choice for promotion. But the one who declares that he could "buy this place

and fire you!" reveals more about his character than about his wealth and power.



The "waiter theory" was originally written by W.J. King, a General Electric engineer, and later adopted by Raytheon CEO Bill Swanson in his booklet called "*Swanson's Unwritten Rules of Management.*"

Swanson says he first noticed the connection when he was eating with a guy who became absolutely obnoxious to a waiter because the restaurant did not stock a particular wine.

Many of these people want to demonstrate they are better or smarter than the waiter, and they do it with an outburst (which proves they are neither.)

Bottom line, people who practice situational values have situational ethics, making them unpredictable and untrustworthy in more serious situations.

## The Short Guide To Marriage

A recent study based on the latest Census reveals some startling attitudes about marriage—especially among young people.

With marriage becoming little more than a “state of mind,” singles are making financial, legal, and ethical commitments that range from buying a home to something as serious as having a child.

Here’s the strange part: According to the survey, about 55 percent of singles age 18 and older say they have no interest in a relationship. And for ages 18 to 29, 38 percent say they aren’t looking for a partner.

While most singles say they want to eventually be married, there are lots of excuses why they keep putting it off. For example, many say they don’t have time to date. They’re working on their careers, promotions, starting a business, or want the time to complete their education.

In spite of all these excuses, researchers found something else going on. When pressed, most singles will finally admit the truth — they don’t want to give up their freedom and be forced to meet the expectations of someone else who may or may not want the same kind of life.

In other words, they’re not willing to compromise. They only

see the cost of marriage, and not the benefit.

And so with that in mind, here are some suggestions that have been found to keep marriages healthy and happy. Use them to improve your own union, or pass them along to your favorite single who may be considering tying the knot.

### **Ditch the fantasy.**

You may have an idealized vision of your relationship, both with each other and with your future in-laws. While almost everyone enters marriage with some wishful thinking about the new and close connections they will make with their new family, it’s best to recognize who your in-laws really are. Are they people you would normally be friends with outside your marriage. What interests, background, or education do you have in common? What values do you share?

**Repair broken ties.** Angry words can be exchanged in the best of relationships. When this happens, you must walk back and work out an agreement, even if you only agree to disagree.

**Be united.** Always speak in “we” and “our” statements. The more solid you are as a couple, the more prepared you’ll be to handle any criticism, regardless of

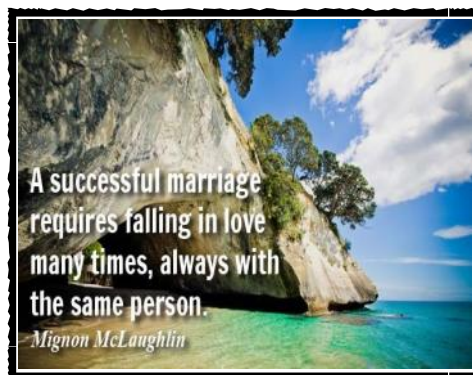
its source.

**Avoid tension-triggering scenarios with in-laws.** If you have a volatile history with the other side of the family, try limiting visits with your in-laws to an hour or arrange meetings in public places to decrease the likelihood that a situation could escalate out of control.

**Defuse negative comments.** Practice thoughtfully responding to situations. You may also want to simply say “yes” to everything, whether you agree or not. This is a common practice in Asian cultures, which means they simply hear you, but do not necessarily agree with you.

**Be open-minded.** Your spouse may have valid advice for you. Don’t turn a deaf ear. Rather, consider all the options and discuss them openly with each other.

**The most important factor in a successful marriage is commitment.** Be in it for the long-term. Going into marriage with the idea that you can get a divorce if it doesn’t work out means you either haven’t found the right person or you’re simply not ready to share your life.



### About This Newsletter . . .

Our newsletter is about real estate, health, and happiness. We personally research every topic and write every word, so if you find an occasional misspelling, please forgive us! The legalities of business require us to say this: Nothing we say is to be construed as investment or medical advice, and you should seek your own professional practitioner for any specific problem or situation. If your property is listed for sale, this is not a solicitation. And now that the lawyers are happy, we want to add this... We are professional real estate agents, skilled in both residential and commercial transactions. We offer a discounted commission and provide a fulltime, full service commitment to our seller and buyer clients, seven days a week.

For more information, Contact us at: [JillReid@JillReid.com](mailto:JillReid@JillReid.com) or 813-244-9561

### The Jill Reid Group

Jill Reid 813 - 244 - 9561

Roger Reid 813 - 244 - 9561

Jim Miller 813 - 505 - 2919

Website: [www.JillReidGroup.com](http://www.JillReidGroup.com)

E-Mail: [JillReid@JillReid.com](mailto:JillReid@JillReid.com)

Facebook: [www.facebook.com/JillReidNews](http://www.facebook.com/JillReidNews)



# The Real Estate Update

## The Jill Reid Group



Jill Reid



**Exceptional Real Estate**

**Cell: 813-244-9561**

**www.JillReidGroup.com**

**JillReid@JillReid.com**

**Page Four**

### Featured Listings and Closed Sales



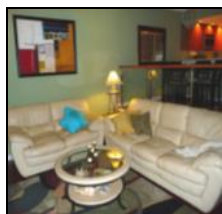
**3Bed/2Ba w/Den**  
Upgraded, Granite  
Counters, Two  
Balconies, Huge  
Master Suite  
\$199,900



**Custom Home**  
2-Bed/2-Bath  
Wood Fireplace  
Water View  
2+Car Garage  
\$149,900



**Top Floor-2Bd/2Ba**  
Neutral Tile/Colors  
Vaulted Ceiling  
Fully Furnished  
Covered parking  
\$141,900



**Fully Furnished!**  
2-Bed/2-Bath  
Screened-in Lanai  
Garage w/Opener  
Conservation View  
\$169,900



**2Bedroom/2Bath**  
Tile Floors  
Neutral Colors  
Vaulted Ceiling  
Conservation Views  
\$149,900



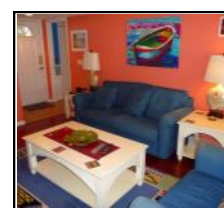
**Ground Flr Condo**  
2Bedroom/2Bath  
Fully Furnished  
Assigned Parking  
2-Screened Patios  
\$130,000



**3Bedroom/2Bath**  
New Carpet/Paint  
Neutral Colors  
Lockout Unit  
Gated Community  
\$129,900



**3-Bed/2-Bath**  
Upgraded, Granite  
Tile Throughout  
Fenced Yard  
Screened Porch  
\$114,900



**Furnished Condo**  
1-Bedroom/1-Bath  
Fireplace, Patio  
Assigned Parking  
Gated Community  
\$109,900