



Jill Reid  
813-244-9561 Cell

# The Jill Reid Group

Exceptional Real Estate

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

# The Real Estate Update

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## Interest Rates Hold at 4% - Sales Very Strong

**The big news this month is interest rates.** Reversing their current trend since the election, they've fallen back to about 4% for a thirty-year fixed rate mortgage. It's too early to celebrate, however, since most economists say it's just a temporary pull-back with less than ten percent predicting any further decrease. How long will rates stay at this historically low level? Waiting to find out could be counterproductive, as the real issue has more to do with rising home prices than interest rates.

**Market activity is very strong.** Currently, there is more demand than supply, which continues to push prices up. In spite of the tendency to compare the current market with the price run-up of 2005-2006, the two markets couldn't be more different.

Today's market is based on user demand. Regardless of whether the property will be owner occupied or purchased for investment, the majority of buyers plan to actually **use** the property – to either live in or make it part of their rental investment portfolio. In the previous real estate cycle, houses were bought and sold on speculation. Buyers had no intention of occupying, renting, or even adding value with updating or remodeling prior to flipping the property. They bought homes on speculation, to take advantage of the next buyer,

who they were sure would pay more for the same privilege.

Today, buyers will pay the market value for a home (substantiated by a market analysis), but they will not pay for "estimated future price escalation" (the rise in value between the time the home hits the market and closes escrow, typically 6-8 weeks). Even more important, they are extremely reluctant to participate in bidding wars.

This last point is especially important if you're a seller. We often see a competitively priced property receive multiple offers within a few days of hitting the market. Instead of negotiating one of the offers to conclusion, the seller and/or their agent will interpret this sudden flurry of activity as an indication the price was set too low and, based on the demand, buyers will be willing to pay even more than what they've already offered. If they pursue this line of logic, the next step is to refuse all offers and go back to each potential buyer and ask for their highest and best offer.

**This is a huge gamble.** In many cases, **all** the buyers back out and turn their attention to other properties. They see the sellers and/or their agent as unreasonable or unrealistic, and potentially hard to deal with during the escrow period.

**Our opinion?** Although many agents will suggest or even promote the idea of asking buyers for their high-



est and best price in a multiple offer situation, we recommend each offer be negotiated in order of either receipt or highest price. Buyers will appreciate the forthright approach and will be far more willing to negotiate the price upward if they feel the seller is working in good faith to negotiate with them individually, and without trying to instigate a bidding war.

**Looking for a foreclosure?** They're becoming very scarce. In fact, our foreclosure rate is below the pre-crash levels we saw in 2006-2007. This is due in large part to the fact the majority of homes with "negative equity" have recovered in value and can now be sold by their owners for a profit.

When a properly priced foreclosed home does come on the market, the competition is usually fierce, with buyers typically offering cash and a quick close. The only exception are homes in the government's Home Path program, which provides owner-occupants a ten-day window to submit offers before investor offers can be considered.

**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 Land O Lakes, offer a discounted commission and are available 7 days a week. Check out the feedback from recent clients on our website!

**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.



### May Birthdays

- 6, 1856: Sigmund Freud
- 7, 1833: Johannes Brahms, composer
- 9, 1949: Billy Joel, singer, composer
- 12, 1907: Katharine Hepburn
- 20, 1908: Jimmy Stewart, actor
- 25, 1803: Ralph Waldo Emerson, author,
- 27, 1837: Wild Bill Hickock
- 29, 1917: President John F. Kennedy

### Letters to God

These are actual letters to God written by youngsters:

Dear God,  
I went to this wedding and they kissed right in church. Is that ok?

Dear God,  
Instead of letting people die and having to make new ones, why don't you just keep the ones you have now?

Dear God,  
I am American. What are you?

Dear God,  
Thank you for the baby brother, but what I prayed for was a puppy.

Dear God,  
Put another holiday between Christmas and Easter. There is nothing good in there now.

Dear God,  
Maybe Cain and Abel would not kill each other so much if they had their own rooms. It works with my brother.

Dear God,  
I bet it's very hard to love all of everybody all over the whole world. There are only four people in our family, and I can never do it.

*Love, the magician, knows this little trick whereby two people walk in different directions yet always remain side by side.*

**Hugh Prather**

### Health Notes

**Exercise helps to balance cholesterol.** While many factors, including diet and family history can influence cholesterol levels, most people put exercise at the bottom of the list. But when people start an exercise program, good HDL cholesterol levels begin to rise within a few weeks. Exercise also has another big benefit: It changes the makeup of the cholesterol particles themselves, making them less dangerous to the heart. Exercise can create these positive changes regardless of existing diet and body weight, and researchers found that the amount of exercise (length of time) was far more important than intensity.



**Mumbo jumbo or not, the stuff really works.** Virtually every culture other than those in the Western world embraces the concept of *chi* (also known as prana, qi, and others) as an internal energy that has an important role in mental and physical well-being. Western medicine has been far removed from acknowledg-

ing *chi*, given that it isn't visible and evidence of its presence and effectiveness is anecdotal. But now, in what may be the beginning of a reversal in attitude, researchers at Duke University Medical Center and at seven other prominent medical centers have conducted clinical trials to determine if energy forces have a measurable effect in enhancing healing. The paper was recently published in the prestigious medical journal *The Lancet*. The results? Patients undergoing life-threatening cardiac procedures who learned and practiced the "energy techniques" experienced less stress, had a faster recovery period, and after six months, were *65% less likely to die* than those who did not learn the techniques.

Energy balancing and healing techniques originated in China and have been practiced for over 4000 years. For more information, type "QiGong" in your computer's search engine.

### The History of Mother's Day

Celebrating Mother's Day takes many forms, from giving flowers, candy, and cards, to lunch at a special restaurant. And although the formal practice of celebrating Mother's Day is relatively recent in history, it's been practiced informally throughout the ages.

The first reference to Mother's Day celebrations describes ceremonies in ancient Greece to honor Rhea, the mother of the gods.

In the 1600's, England began celebrating "Mothering Sunday." It began as a day when servants, who lived and worked in the great mansions, were allowed to return home and spend time with their mothers.

In the United States, Mother's Day was suggested by Julia Ward Howe. She would hold Mother's Day meetings in Boston with the day dedicated to peace.

In 1907, Anna Jarvis began her bid to establish a national Mother's Day to honor her mother who had worked to improve health conditions in Appalachia. She persuaded the members of her deceased mother's church in West Virginia to celebrate Mother's Day on the anniversary of her mother's death. It was the second Sunday of May.

President Woodrow Wilson, in 1914, made the official proclamation that Mother's Day was to be a national holiday.



# Getting Older is Part of the Trip!

It's an irrefutable fact of life: We get older. We change. And in our youth-driven, appearance-prized culture, it can leave us doubting our value and personal power, remembering our past as a more rewarding time, when our very presence had more impact and influence on everything and everyone around us.

And that's sad. Because the gains that come with age and experience can easily outweigh the often superficial values of youth.

Like anything of substantial merit, the rewards of getting older must be cultivated if they are to bring us maximum benefit. Here are several suggestions that, regardless of whether you're 40 or 80, can bring new insight and happiness to your life.

**Re-inventory your personal assets.** As we age, the tools we use to effect influence over others must change. Youth and attractive features are often replaced with wisdom and personality. While you may have been popular on campus 30 years ago, or been elected senior prom queen or king, those sources of recognition are long past. Others may now seek you out because of your talent in music, art, or writing. Or maybe you have influence due to your abilities in business or organization, public speaking, teaching, or your knowledge of government,

automobiles, or construction.

The idea is to foster the abilities you have acquired and keep them sharp. Take pride in your accomplishments and the fact that you're the person others call on when they need advice in your particular field.

**Travel.** *Those who never leave their country of birth seldom develop an appreciation for other cultures - or a respect for other opinions.* (Albert Einstein).

While there are the more obvious choices depicted on travel posters, don't forgo seeing the less traveled third world countries. Seeing how others cope with severe adversity and over-whelming challenges, and yet find ways to live a happy, productive life can be a life-changing experience.

There are places of incredible beauty that can amaze the senses and feed the soul. Don't miss out on seeing as much of the world as you can - while you can.

**Learn something new.** Especially something that has always piqued your interest. Learning keeps the mind active and prompts it to maintain specific sensory connections that can prevent the onset of memory and vocabulary loss, and even more serious brain ailments, such as alzheimers. "Senior moments" are the result of a mind that needs exercise. Learn a new language, take piano or guitar lessons, sing in the church choir, or

take adult classes at the community college. There's always something new and interesting to learn.

**Stay (or get) active.** You don't need to run a marathon (unless that's what you want to do), but you should try to find some sport or activity in which you can safely participate. The mind-body connection is now a proven medical fact, and doing some kind of regular exercise will help keep you mentally alert, dispel depression, and give you a greater sense of well-being. While there's always the old regimented routine of calisthenics, many people enjoy yoga, soft-style martial arts, swimming, bike riding, and all kinds of organized classes specific to your interests and abilities.

**Set boundaries.** Set them between yourself and those who bring you down, are negative, or need to harm others to feel good about themselves. You don't need them in your life.

**Go your own way.** Live life by your standards. Adopt other people's lifestyles, dictates, and doctrines only if they're right for *you*. You've earned the right to call your own shots. Live where you want, see who you want, and spend your time in ways that are satisfying. As long as your choices don't hurt others, you have the right to explore the opportunities of a lifetime. We'll leave you with Henry Thoreau's famous quote:

"Go confidently in the direction of your dreams. Live the life you have imagined."



### 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)

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### 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  
 \$159,900



**Top Floor-2Bd/2Ba**  
 Neutral Tile/Colors  
 Vaulted Ceiling  
 Fully Furnished  
 Covered parking  
 \$146,900



**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



**Updated Condo**  
 1Bedroom/1Bath  
 Wood/Tile/Carpet  
 Furnished-Fireplace  
 Covered Parking  
 \$109,900



**2Bedroom/2Bath**  
 Neutral Colors  
 Enclosed Lanai  
 Garage w/Opener  
 Pool Views  
 \$164,900



**1-Bed/1-Bath**  
 Neutral Tile/Colors  
 Fully Furnished  
 Vaulted Ceiling  
 Assigned Parking  
 \$113,000



**Land O Lakes**  
 3Bedroom/2Bath  
 Vaulted Ceilings  
 Fenced Yard  
 Gated Community  
 \$340,000