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The Jill Reid Group

Exceptional Real Estate

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The Real Estate Update

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Tampa Bay on Best Market List for 1st Time Buyers

More transplanted buyers from California headed our way? Demographic forecasters say we should count on it. Here's why: In a recent study of the best real estate markets for first-time homebuyers (conducted by WalletHub), Tampa was rated #31 on a list of 300 markets. Comparisons were made based on crime rates, price per square foot, cost of insurance, weather, and the rate of new construction between 2010 and 2015.

The worst city for a first-time homebuyer? Santa Barbara, with a high quality of life, but receiving a terrible ranking for affordability.

In fact, six of the ten worst cities for first-timers were located in California, including Berkeley, Oakland, Santa Monica, San Francisco, San Mateo, and El Monte.

With Tampa's high quality of life and lower real estate prices, it's only a matter of time before we begin to see more California buyers migrating to our area.

Locally, the number of sales are down slightly, but prices continue to rise. For example, in July of this year, 107 homes were sold in Lutz at a median price of \$292,000. During the

same period last year, there were 115 homes sold at a median price of \$276,850, which translates to a price increase of about five and a half percent. Inventory levels are at a healthy three-month supply, giving sellers a slight edge over buyers.

How does this compare to the Tampa Bay area in general? The median price is rising at a faster pace. During the same year-to-year period, the median price rose from \$190,000 to \$214,000 (13%) and there is currently a two-month inventory of homes on the market.

What do the numbers really mean? The majority of economic forecasters agree our market is very healthy, without any signs of a price bubble. One reason is the price point. Compared to the majority of metro areas, Tampa Bay offers some of the most competitive prices in the nation, providing more home value for buyers, and fueling demand for future sales.

Did Hurricane Irma slow real estate sales along the Florida coast? In a word, no. The demand for coastal property continues unabated by the effect of the recent hurricane threat. The fact that people want to live close to the water isn't going to change anytime soon, and most residents living in designated flood zones accept the risk as part of the



pros and cons of living on the coast—with the positives far outweighing the negatives.

The real question is how the issue of flood insurance is going to be handled. At the time we're writing this, the government had promised a decision on the first of October to determine if homeowners could continue to receive federally subsidized rates for flood insurance. With approximately 25% of all Florida real estate located in some part of a flood zone, the government's decision does have the potential to impact both value and sales on property located in these flood prone areas. Hopefully, we'll have more information soon, and will provide an update in our next newsletter and on our website.

Questions? We can help. Call or text us at **813-244-9561** or email us at: 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

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.



October Birthdays

2, 1970: Kelly Ripa, TV host
3, 1941: Chubby Checker, singer
4, 1941: Anne Rice, novelist
9, 1940: John Lennon, musician
13, 1941: Paul Simon, singer, songwriter
14, 1928: Roger Moore, actor
15, 1924: Lee Iacocca, automobile exec.
26, 1947: Hillary Clinton, politician
28, 1955: Bill Gates, Microsoft

How Are the Rich Different?

They give away more. Households with a net worth of \$5 million or more, excluding primary residences, contribute approximately 6% of their incomes to charity. By comparison, average income earners contribute about 2%.



They're more likely to own a business. Family-owned businesses are a major source of wealth, with about 12% of American families owning all or part of a privately-held business, and those with a net worth of \$500,000 or more report 21% of it invested as business assets.

They don't drive expensive cars. The typical vehicle of the "average" millionaire is an American made SUV. Not wanting to call attention to their wealth, they shun public attention of their financial status by avoiding expensive cars and jewelry.

The overwhelming majority own their home. Of those who fall into the top 10% of net worth, 95% own their home, and 40% also own income or rental property.

Their advice? Take financial risks that make sense and offer a reasonable return, live within your means, invest in what you understand, and above all, enjoy the process, living every day with the idea that it could be your last.

Health Notes

High fructose corn syrup is again under attack as a health risk. The manufacturer of 7-UP was sued for its supposedly "all natural" formula containing HFCS. Although HFCS is obtained from corn, after processing for use as a sweetener, many researchers are claiming the compound is a highly toxic and dangerous substance that has been found to cause heart disorders, obesity, diabetes, hypertension, and osteoporosis.

Candy, soft drinks, low fat dressings, and a host of other foods are loaded with it, making the annual average consumption of HFCS at 63 pounds per person. Interesting note: High fructose corn syrup used to be outlawed by the FDA.

We've noticed some companies adopting "No High Fructose Corn Syrup" advertising, using its absence to call attention to their product being the healthier choice. This is becoming more common on household staples like barbeque sauce, salad dressings, and jams and jellies. Your best defense is to check the labels of everything you buy and avoid the stuff like the plague.



Complaints from NutraSweet and Equal users continue to mount, with the most common reports being headaches, dizziness, mood changes, nausea, abdominal and joint pain, impaired memory, and loss of vision.

The US Air Force has warned its pilots to abstain from diet drinks containing Aspartame, the basic sweetener contained in NutraSweet and Equal.

Want an alternative? Try stevia. It's a natural sweetener made from the leaves of a South American plant. Free from side effects, stevia has been used in South America for over a hundred years, is calorie free, does not impact blood sugar levels, and is three times sweeter than sugar.

You can buy stevia from many health food stores or on the internet (type in "Stevia" on a search engine). We've personally used it for over five years, and buy it in both powder form and easy-to-use packets. If you need the website address, just send us an email.

Retirement Approaching? Transition Instead!

Does early retirement cut your life short? New studies indicate that people who retire at 55 are twice as likely to die before the age of 65 as those who continue working. Note: The study involved those who were "traditionally" employed and viewed retirement as the period of time between ceasing to work for a living and death. They had connected much of their self-worth and importance to what they did for a living.

It is estimated the word "retirement" will be archaic within ten years as people no longer view their lives as distinct segments to be lived in the manner done by generations before. "Transition" will replace retirement, with new activities - some of which will be for profit, others for pleasure - will be pursued, as people search for greater fulfillment and satisfaction throughout their entire lives.

Shunning the idea of spending their days in a rocking chair, many seniors

are finding new careers that are a better match for their interests and talents than their former job. Feeling free to work in entry positions to "learn the basics," they're no longer concerned with job prestige or titles, and can pursue a lifelong dream of working at something they truly enjoy.

Some return to school, while others dive right in by starting their own business. And while their motivation may be partly driven by the need for additional income, the real value comes from continuing to contribute in a way that is personally fulfilling.

Even if "retirement" is five years away, begin your transition now by thinking about your personal interests, the life-skills you've acquired, and the benefits you could bring to others. Keep your options open. You never know what opportunities lie ahead, and eliminating a possible second career before you've fully evaluated it's potential may leave you wondering, "What if?"



Slow Down! ~~Speed~~ Stress Kills

New studies indicate that stress is far worse for our health than originally thought. Although it has long been known that chronic stress releases excessive amounts of hormones, such as cortisol and adrenaline, now researchers have found these hormones actually kill brain cells and interfere with the production of new ones.



Continuing studies are linking the effects of stress to accelerated aging, Alzheimer's, heart disease and cancer. Doctors are now realizing the stress level of their patients is every bit as important as blood pressure, symptoms of physical discomfort, and family health history in determining a diagnosis and treatment.

The number one source of stress for most people? Their daily commute. Therapists agree. The only thing higher on the list is the loss of a spouse or child, which according to some studies, is not as destructive to our health in the long-term as a continuing, day-after-day lengthy commute in heavy traffic. Why? Most people eventually recover from the loss of a loved one, and more important, death and its effect on health is easily recognized by its victim. We know we're hurting and we look for and accept comfort from family and friends. But with daily stress, we tend to ignore it, believing it benign, transitory, and "just a necessary part of life."

Stress from daily commutes can

be reduced by letting others drive in a car pool, or moving closer to work, or asking your employer for a different work schedule. Determine if working from home is a possibility.

As a last resort, consider finding another job that does not subject you to the stress of driving in rush hour traffic. Think your job is too important? Not if it's literally killing you.

For other sources of stress, ask yourself if there are alternatives in attitude, behavior, or environment that would relieve or eliminate the stress.

Here are a few options that can help:

- **Exercise:** Aerobic and some form of weight training can reduce the harmful effects of stress. Choose a form of exercise you enjoy and will stick with. The key is making it a habit. A once-in-a-while workout will do you little good in the long term.
- **Dedicate time to calm and re-adjust your mind.** Some people call this meditation, but don't let the term put you off from the process. It's simply using pleasant thoughts or constructive imagery to allow your brain to relax. There are many programs in the form of tapes and CD's that can help. (We use a CD series developed by Centerpointe Research Institute that contains frequencies to induce a pronounced sense of calm and well-

being. Yes, they actually work and if you need more info on where to get them, e-mail us.)

- **Get touched.** The mind-body connection is never more apparent than when experiencing another's touch. Massage is a great way to relax and diffuse the stress that many of us carry through our entire body. You can save money (about half) on the cost of a massage by contacting a local massage school. Students work under the guidance of a licensed supervisor and will usually offer reduced rates to continue their services after they obtain their own license.
- **Get professional help:** In extreme cases, there can be advantages to seeking psychological counseling. This is especially true if you've lost the ability to evaluate your situation, establish priorities for yourself, or recognize more positive options for your life. Just don't expect mental health professionals to change your life for you, or provide short cuts or instant catharsis. A good therapist will provide suggestions and processes to help you discover new directions and options you may have forgotten or suppressed, but they will also remind you that *you* are ultimately responsible for the quality of your own life.



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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 full-time, full service commitment to our seller and buyer clients, seven days a week.

For more information, Contact us at: JillReid@JillReid.com or 813-244-9561

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Page Four

Featured Listings and Closed Sales



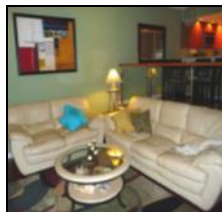
3Bed/2Ba w/Den
Upgraded, Granite
Counters, Two
Balconies, Huge
Master Suite
\$199,900



Single Family Home
4Bd/3Ba +Bonus
Wood/Tile Floors
Cul-de-sac Lot
Screened Lanai
\$389,900



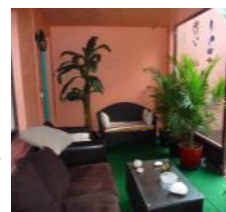
The Groves
3Bedroom/2Bath
Neutral Tile/Colors
Screened Lanai
Water Views
\$174,500



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
1Bedroom/1Bath
Conservation Views
2-Screened Lanais
Gated Community
\$129,900



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



3-Bed/2-Ba Home
Upgraded, Granite
Tile Throughout
Fenced Yard
Screened Porch
\$109,900



1Bd/1Ba Condo
Ground Floor Unit
Furnished w/fireplace
Screened Patio
Assigned Parking
\$109,900