

HOME

THE ART OF SHOWING PROPERTY

One of the most important aspects of real estate sales is the art of showing property.

By doing it in a way that is efficient, effective and educational, buyers can be confident when making a purchase decision. In an area of cookie-cutter houses or uniform condominiums, showing properties to buyers is a much simpler process than in a community of custom homes such as Incline Village and Crystal Bay.

The enormous variety of houses, condos and freestanding condos for sale in our tiny geographic area requires that agents spend years learning the inventory; not to mention all of the nuances of conducting a real estate transaction on the Nevada side of Lake Tahoe.

Before showing a property to a new buyer it is very important that agents learn as much as they can about their buyer's preferences and price range. The qualifying stage does not have to seem like an inquisition. Rather, it is a part of the process where agents get to know their buyers in depth and



Don Kanare & Sabrina Belleci
Special to the Tribune

learn about what features are of greatest importance for their long-term enjoyment.

Every buyer has different wants and needs along with specific budget limitations (except for the wealthiest among us). It makes no sense to show buyers properties that are not affordable for them because in the end they will most likely not purchase anything since their dreams will never mesh with reality.

Some buyers are willing to push their price point up a bit for the ideal place. While there is no such thing as a perfect property, occasionally raising your price

WEEKLY REAL ESTATE UPDATE

	Houses	Condos	PUDs
For Sale	120	65	15
Under \$1 million	15	43	7
Median Price For Sale	\$2,200,000	\$699,000	\$1,550,000
YTD Sales 2019	71	71	29
YTD Sales 2018	86	89	29
New Listings	17		
In Escrow	12		
Closed Escrow	5		
Range in Escrow	\$399,000 - \$15,750,000		

These statistics are based on information from the Incline Village Board of Realtors or its Multiple Listing Service as of July 7.

range by 10% to 25% can open up a number of excellent options for consideration.

As a general rule of thumb, it is very difficult for a buyer to see more than six to eight properties in one day and remember all of them clearly. It is far better to show properties to a particular buyer on consecutive days if they wish to look at a lot of places instead of trying to cram 10 or more properties into a single viewing session.

Very often buyers will want to go back to a place they like for a second or even a third look. So,

dividing up the showing time over a couple of days gives them a chance to ponder, investigate and ask questions they may not have thought of the first time around.

One of the most important aspects when it comes to showing real estate is for agents to let each buyer make their own decision. The vast majority of buyers in Incline Village and Crystal Bay have purchased and sold real estate several times in the past. They don't want to be hustled like a used car salesman trying to push a lemon off the lot.

Agents who provide excellent

information and show a variety of properties that meet a buyer's primary criteria will make plenty of sales and develop a great reputation among their clientele.

When showing houses and condos to prospective buyers it is important to let each buyer have at least a little bit of free time to roam around the property unencumbered. Leading buyers from room to room like a show horse might make an agent feel as though they are in control of the situation.

However, whether you are selling TVs or multi-million dollar homes, buyers need to feel that they were given time to contemplate and make their own decisions without undue influence or someone pushing them into a purchase they are not totally committed to making.

Don Kanare is the founder and Sabrina Belleci is the owner and broker of RE/MAX North Lake in Incline Village. You can follow their blog at www.INSIDEINCLINE.COM.

Home security tips for seniors

Metro Creative

Seniors are often targeted by criminals.

Though many criminals target seniors from afar via telephone or internet scams, criminals seek to enter seniors' homes. The Bureau of Justice Statistics offers that, between 2003 and 2013, the ratio of property crime to violent crime was higher for the elderly and persons between the ages of 50 and 64 than it was for younger persons between the ages of 25 and 49.

Home security is important

for people of all ages, but especially so for seniors and aging individuals living alone. By following certain safety tips and developing a home security plan, seniors can feel safer at home.

- Lock windows and doors. It may seem like common sense, but failure to repeatedly lock windows and doors can, and often does, give burglars easy entry into the home.

- Think about a smart doorbell. Technology now enables doorbells to provide a video feed to a person's smartphone or tablet over

WiFi. This allows residents to see who is at the door and speak to this person without having to open the door. Some products like Ring will even register motion activity and record short videos from outside of the house.

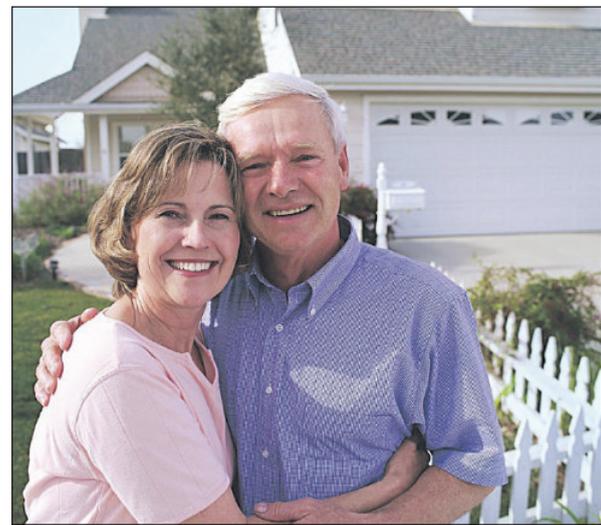
- Don't share or leave keys. Avoid leaving keys under a mat or in a flower pot. Others may be watching your actions and gain access to your home while you are away.

- Ask for ID. When service people or other individuals come to the door, verify their credentials by asking to see

some identification.

- Get a home security system. The best protection against burglars is a home security alarm, states HomeSecurityResource.org. Such an alarm often deters burglars from breaking in.

- Install a lockable mailbox. Locked mailboxes restrict access to sensitive information, such as bank account numbers, sent in the mail. Make sure retirement checks or other payments are deposited directly into bank accounts instead of having them sent by check.



METRO CREATIVE

Seniors are especially vulnerable to scammers and thieves.



TAHOE ISLAND PARK#4 Steps to School Bus Stop, Meadow & River., Access to Tahoe Keys Beach & Pier. Remodel started & Buyers can finish to their taste. Two good sized bedrooms & large Master Bedroom/Bath; & Guest Bath. Roof is good; newer double pane windows, Heated Double Garage w/Auto opener.
NOW \$399,000



PENDING SALE

NEW LISTING! Highland Woods Contemporary 3 Bdrm. plus large Family room & Foyer. Large kitchen., 2.5 Baths, double garage, decks & hot tub & large fenced yard. Walk to the Meadow & River; a little longer walk to the Lake! \$573,000 By appointment only.



PENDING SALE

Three large bedrooms, 2 large living/family rooms (one with its own entrance), & a Den and large double garage! Fenced & landscaped. Quiet family neighborhood with longtime Locals in it! Short distance to Heavenly Ski Area, Farmers Market, Restaurants & Schools.

FEATURED LISTING

Ready to Build Lot

Building permit included and most fees paid for, including Architect's floorplans & additional coverage paid for. Near meadow & the college.

Listing \$150,000



PRIME LOCATION @ stoplight of AI Tahoe Blvd. & Hwy 50; Modern Passive Solar Commercial Building w/6 suites/4 baths, 2 lobby's & storage rooms. Owners may finance qualified Buyer. Call Davey for pricing.

INCOME & LAND LISTINGS

Well Established Alterations business, great lease \$60,000

\$289,000 HALF ACRE COMMERCIAL/MIXED USE parcel. SITE ASSESSMENT & CITY BLDG DEPT DETAILS IN FILE. Flat, with not many trees. Depending on your planned use, City may have floor area available.

Near Meadow; Ready to build lot in town; includes Allocation & most fees paid \$150,000



"Make My Experience Work For You!"

(530) 318-8660 • daveyp@laketahoe4sale.com
VIEW ALL MLS LISTINGS @ www.laketahoe4sale.com



BROKER/OWNER/REALTOR