

MARCH 2012

# Ravenna

Neighborhood Advisor  
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Stairway into Ravenna Trails

## SOLD HOMES

The following is a list of homes that sold in our Ravenna Neighborhood over the last month. Do you wonder what your house is worth? The décor, the features and condition all have a bearing on the price a house will command. I have seen the interiors of most of the homes in this list. If you are selling your home, please let me help you. I would be happy to view your home, prepare a market analysis and discuss the details with you. I can provide you with useful information, such as a sales price that might be realistically expected in today's market.

House #	Address	List/Sell \$	Beds	Baths	SF	Sold Date
1026	NE 65 St #605	\$285,000	2	1.75	714	02/14/2012
7554	12th Ave NE #C	\$309,950	3	1.5	1,450	02/15/2012
8226	23rd Ave NE	\$344,750	3	1	1,050	02/01/2012
6530	19th Ave NE	\$499,000	3	2	2,410	02/15/2012
8023	17th Ave NE	\$545,000	3	1.5	2,047	02/02/2012
1617	NE 77th St	\$560,000	5	2.25	2,500	02/08/2012



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**WHETHER SELLING OR BUYING  
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## RAVENNA MONTHLY HOME SALES E-MAILED DIRECTLY TO YOU!

Sign up now for a free monthly service. You can have Ravenna home sales e-mailed to you every month. The e-mail will contain all of the homes that sold in Ravenna for that month. With this e-mail you can see interior pictures of the homes that sold as well as get data on each home such as the price it sold for, BR, BTH, SQ FOOTAGE, ETC.

You will not receive any other junk e-mail. And your e-mail address will NOT be given to anybody else.

To sign up for this free service just send an e-mail to Roger Turner stating that you want to get Ravenna home sales e-mailed to you. Roger's e-mail address is [rjturner@windermere.com](mailto:rjturner@windermere.com)

This service has been very popular and received numerous compliments from a number of Ravenna residents.



**ROGER TURNER**

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## SEATTLE EVENT CALENDAR

Come celebrate the 10th

Anniversary of

**ADA EXPO Seattle!**

**Saturday, April 21, 2012**

**Washington State**

**Convention & Trade Center,**

**North Halls 4E/F**

Take the One Change challenge to be healthier and happier! At EXPO you'll learn how to choose the One Change you can make to be active, enjoy healthy eating, and prevent complications of diabetes for a lifetime.

EXPO is free and includes health screenings, cooking demonstrations, product and service exhibitors, as well as leading experts talking about diabetes management and prevention.

Get the latest information on preventing and managing diabetes to help keep you and your family healthy throughout 2012.

Enjoy Active Living/Exercise Tips and Healthy Eating Cooking Demonstrations.

EXPO offers a workout for your body, mind and spirit!

You'll be motivated to move to the sounds of the Jimmy Holden Band and Pat Wright's Total Experience Gospel Choir. Cooking demonstrations and food samples feature some of Seattle's top celebrity chefs and healthy menu items from local restaurants and national chains.

Plus new, fun ways to workout, shed pounds and manage weight for increased fitness and overall well being!

Visit the American Diabetes Association EXPO/Seattle and Join the Millions in the fight to Stop Diabetes®. Learn how to live healthy, be active, and change the future of diabetes for you and your family.

## Home Staging Tips That Focus on Largest Customer Segments

The busy spring home buying and selling season is underway. A quicker home sale can be reached by keeping in mind the needs of the home's most likely buyer and creating a fresh inspiring look just for them, according to Pulte Homes expert Janice Jones, national vice president of merchandising.

"Everyone understands the value of de-cluttering, cleaning and refreshing a home in today's competitive market," Jones said. "The difference between a 'For Sale' and a 'Sold' sign often boils down to effectively staging a home to appeal to young singles, families or empty nesters—the three largest customer segments that are likely to buy your home. Home sellers should have a good idea of the type of buyer who will make an offer and, since everyone likes an updated home, some simple refreshes can achieve an updated look and feel."

Jones recommends conducting a technology overhaul prior to staging your home. "Old technology will date your home and you seldom have a second chance to make a positive first impression," she said. "Flat screen TVs, lap top computers, iPods with docking stations and wireless technology have eliminated the need for large bulky entertainment centers or massive desks designed to hide wiring. Once you've rid your home of bulky, dated stereos and TVs, it's time to hone in on attracting prospects."

For singles, Jones recommends emphasizing sleeping spaces and the living room, which are critical to this group. "Singles will spend a lot of time in the living room and the bedroom, which are their sanctuaries from the outside world. As a result, there is no need to set the dining room table with place settings," Jones said. "Instead, focus on a simple TV stand with clean lines, a flat screen TV and candles in the bedroom and bathroom."

Young families tend to revolve around children. Items that help this demographic envision themselves living in the space include age-appropriate bedding, linens and towels, a bright rug near play areas, and strategically placed toy chests with open tops. Since kids often play or watch TV on the floor, eliminate the coffee table to create a living room that appears larger and more inviting. Jones notes to remember about the garage when staging for families. "Organize children's toys and sports equipment to showcase the garage's storage capacity without compromising functionality," she said.

Empty nesters tend to seek an upgrade in quality features. Upgrading bath accessories like towel bars and toilet paper holders or decorative hanging lights to a better quality and newer style will make an impact. If the budget allows, upgrading the refrigerator, stove and dishwasher can draw in a buyer. Lighting is also a key feature for this group. Jones advises ensuring living spaces maximize natural light. If lighting is less than ideal, add lamps or a ceiling fan with light fixtures. It's important to open heavy blinds or window coverings when showing the home.

An absolute "must" for home stagers regardless of which demographic being targeted is color. Most sellers are instructed to use neutral colors when repainting. However, adding the right punch of color to accent walls can create depth, enhance kitchen cabinets, or bring a boring bathroom to life.

Homeowners can find color in simple accessories, like throw pillows, coffee table books, and decorative canisters. Neutral colors in flooring materials, upholstery pieces and window dressing work well because they enhance brighter accents.

When choosing colors, Jones cautions homeowners to be aware of their sensory impact:

- Red is stimulating and encourages self confidence
- Orange promotes happiness and celebration
- Yellow is uplifting and light-hearted
- Blue is calming in softer tones and promotes clarity in deeper tones
- Green is the color of nature—it feels fresh and rejuvenating
- Aqua is restful while pink is gentle and sweet—making a great pair
- Purple tones bring out a sense of compassion

“The key is to experiment and put yourself in the shoes of the prospective home buyer,” Jones said. “It may be helpful to ask a friend or relative for a brutally honest opinion before and after you start staging. You may be surprised how little changes—with a little budget—can make a huge difference to a prospective buyer.”

## HOW TO FIND THE RIGHT HOME!

Just because you may feel restricted by price ranges -- especially if this is your first or second home purchase -- don't let anybody tell you that you can't afford to be choosy when looking for a home to buy! You are unique. You have desires and needs, hopes and dreams for your new home that are different from your parent's, friend's or coworker's. OK? So let's get busy defining these homebuying parameters and writing them down.

### Location & Neighborhood

#### Suburbs or Country.

Pros: Generally less expensive. Often newer. Tract homes are conforming. More home for the money.

Cons: More time in traffic if driving to town for work. Further away from entertainment options cities offer.

#### Urban.

Pros: Closer to many employers. Walking distance to theaters, restaurants, schools. Many period homes offer more distinctiveness in styles.

Cons: Often noisier. Higher crime rates. More expensive.

#### Busy Streets.

Pros: Often homes on streets with more traffic are thousands of dollars cheaper. If noise doesn't bother you, don't pass up homes on busy streets. Drive by at different times of the day / week to ascertain noise levels.

Cons: These types of homes will always sell for less than others in the same area. If bedrooms are located near the front of the home, sleep may be disturbed.

#### Cul de sac.

Pros: Number one choice of buyers with children.

Cons: Less privacy, neighbors know more about you.

#### Corner lots.

Pros: Often larger lots. Fewer neighbors. More visibility.

Cons: More traffic noise. More vulnerable to vehicles jumping the curb. Kids might trespass at the corner. More sidewalk to shovel in winter.

### Type of Home

#### Single Family.

Pros: Good appreciation. Opportunity for gardens. More privacy. Quieter.

Cons: More expensive than our next category. More maintenance.

#### Condos, Townhomes, Cooperatives.

Pros: Less expensive than comparable single-family homes. Generally newer so fewer repairs. Lock-n-go lifestyle. No yard or exterior maintenance.

Cons: Less privacy. Noisier. Common walls and/or floors and ceilings. Sometimes no private yard or balcony.

Number of Stories

#### Single Story.

Pros: Easy wheelchair access. Some medical conditions such as bad knees make it hard for certain individuals to climb stairs. Easier to clean.

Cons: Can be noisier if stereos or televisions are located on the same floor as bedrooms. Some people feel safety is compromised if bedrooms are located at ground level. More of the lot is absorbed by living quarters.

*(Continued on back page)*

## Roger's Current Listings

House #	Address	List/Sell \$	Beds	Baths	SF	SOLD DATE
12075	206th Place SE	\$575,000	5	2.75	5,250	12/01/2011
8809	Burke Ave N	\$669,950	3	2.5	2,318	12/02/2011
8254	4th Ave NE	\$525,000	4	2.25	2,300	02/21/2012
1039	NE 97th St	\$259,000	3	1.75	2,060	01/25/2012

## Taste Washington! EXPERIENCE SEATTLE'S WINE & FOOD WEEKEND CENTURYLINK FIELD EVENT CENTER

Saturday and Sunday  
March 31 and April 1st

Taste Washington has been expanded to two days in 2012!

Twice the time to taste your favorite wines from over 200 Washington wineries, meet the state's ground-breaking winemakers and sample fare from the state's premier restaurants.

All in the heart of the Emerald City!

### SAVOR THE FLAVOR

Taste Washington is known for outstanding wine, but be sure to saddle up to some of the great dishes being served this year.

Some of Seattle's top restaurants will be on hand to prepare their favorite treats. Hip, new restaurants and long-time favorites alike will tempt you with delicious fare.

### TWO DAYS OF TASTING

WINERIES  
RESTAURANTS  
SEMINARS  
EXHIBITORS  
SPONSORS

TWO DAYS, 200 WINERIES, TOP  
RESTAURANTS ...  
ONE INCREDIBLE CITY

### SEATTLE SPORTS SCHEDULE

#### MARINERS MLB HOME GAMES

<http://seattle.mariners.mlb.com/>

4/13	7:10PM	V.S. OAKLAND
4/14	6:10PM	V.S. OAKLAND
4/15	1:10PM	V.S. OAKLAND
4/17	7:10PM	V.S. INDIANS
4/18	7:10PM	V.S. INDIANS
4/19	7:10PM	V.S. INDIANS
4/20	7:10PM	V.S. CHICAGO
4/21	1:05PM	V.S. CHICAGO
4/22	1:10PM	V.S. CHICAGO

#### SOUNDERS FC HOME GAMES

<http://www.soundersfc.com/>

4/14	1:00PM	VS. RAPIDS
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# ROGER TURNER IS YOUR RAVENNA REALTOR

## HOW TO FIND THE RIGHT HOME!

(Continued from page 3)

### More than One Story.

Pros: More living space on same foundation than a ranch home. Less noise if entertaining on lower level while other family members sleep upstairs.

Cons: More trips up and down the stairs to carry stuff to bedrooms. If laundry rooms are on the second floor, washer leaks are major. Might need dual vacuum cleaners. It is difficult to maintain consistent temperatures on each level without dual heating and cooling units.

### Split Levels.

Pros: Often less expensive if purchased with lower level unfinished. Higher ceilings are appealing. Downstairs family room separates noise levels from upstairs. More square footage on same size lots as ranch homes.

Cons: Less storage space. Hassle to take trash downstairs and carry groceries upstairs or vice versa. Kitchens tend to be smaller.

### Number of Bedrooms.

Pros: Common minimum requested configurations are 3 bedrooms. Newer parents prefer bedrooms located on one level.

Cons: 2 bedrooms appeal primarily to first-time home buyers, singles or seniors. However, don't discount a two bedroom if an extra den will satisfy your space requirements.

### Number of Bathrooms.

Pros: More than one bath is preferred by most people. One bath homes are often less expensive.

Cons: Don't pass up a one bath home if there is room to add a second bath. Sometimes it costs less to put in an extra bath than it does to buy a two-bath home.

### Square Footage.

Pros: Larger spaces offer more room and cost less per square foot than smaller spaces.

Cons: Don't be misled as lay-out is more important than actual square footage. Sometimes well designed smaller spaces appear larger.

### Bonus Rooms.

Pros: Extra space for media rooms, art studios, children's playrooms, gyms, den/study.

Cons: More expensive.



## TESTIMONIAL

Roger,

1/27/12

You saved me a ton of money and got me a great deal on my new home! As an investor, developer and property owner in the Seattle area for over 25 years, I have worked with a lot of agents and you are one of the best.

Having known you for many years, I already know you to be a personable, knowledgeable, and trustworthy realtor.

What I didn't expect was that you would be able to save me possibly tens of thousands of dollars on this transaction by really going the extra mile. Using your extensive knowledge of property development and land use, you were able to identify opportunities that I might have missed. Delighted to say the least!

I know that your more typical client is a home buyer or seller of their own residence, but the skills that you demonstrated in my situation would go a long way in help them get the best possible price for their home or to discover their next dream house. I was also impressed by your connections to other professionals. You were able to refer me to a good architect, Title Company, and various other contractors.

Thank you for all your help on my recent home purchase. I feel so positive about your work that I will be pleased should you use me as a reference for any of your future clients.

Thanks again Roger,

John O'Hare



ROGER TURNER

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