

Hi, just a reminder that you're receiving this email because you have expressed an interest in Zia Realty Group. Don't forget to add james@ziarealtygroup.com to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.



Issue No. 1

August, 2012

Zia Realty Group Newsletter

Dear Friends,

Thank you for recently signing up for our home-makeover contest! We'll announce the winner in a few weeks, and hopefully one of you will be able to tackle a home-decorating project.

I'll probably be bumping into you in the paint aisle, because I have a painting job of my own - Just last week, while my family and I were relaxing in Canada, someone vandalized our moving truck!

We've been parking the truck so the graffiti isn't visible from the street (I guess you can say we're trying to keep up our own curb appeal) and I can't wait to get back to paint it over again.

The situation with the truck is a reminder of how hard it can be to keep your home looking perfect. Life happens!

Sellers are faced with the challenge of having their houses appear clutter-free. As a father of three boys I know first hand that it is impossible to maintain a spotless house while you're living in it.

Visit our new office in Santa Fe

Our new office is located at
433 Paseo de Peralta.

Paul Weideman wrote a story
about it in the Santa Fe New
Mexican.

[Read it Here](#)

Thinking about buying your first home?

Get your questions answered next Thursday at Ruby K's.

As Realtors, we love being a
part of the process of finding
the right home.

But we know that first time
buyers have a lot of questions
that they need to have
answered before they are

My hope, in sending out the Zia Realty Group Newsletter, is that we can send you information that you can use. Whether you want to raise your house value, find a dream home, sell your house faster or start investing in real estate, we want to come up with tips that will help you be more successful.

Sincerely
 James Chrobocinski
 Owner/Qualifying Broker of Zia Realty Group
james@ziarealtygroup.com
 (505)695-3400 Cell
 (505)662-8899 Office
www.ziarealtygroup.com



ready to start looking at homes.

We're going to host a first-time buyer Q&A session at Ruby K's next Thursday August 15th, from 5:30 - 7:00 p.m.

We'll also be talking with KRSN about the process of buying a home for the first time on Monday, August 12th at 8 a.m.

Stop by to get your questions answered without the sales pitch.



[Join Our Mailing List!](#)

5 Steps to a Clutter-Free House (that's easier to sell)

Decluttering is one of the first things to do before you list your home, but the process of decluttering can be frustrating for many.

Follow these five clutter-tackling steps to increase the value of your home (and enjoy your space).

Start with a small area.

Closet, shelves and cupboards are good starting points. By marking of a small and well-defined area you make it possible to finish the job in less than a half-hour and gain the satisfaction of seeing your results.

If you get frustrated with, put off dealing with or simply find yourself avoiding an area of your house, start there. The more a mess bugs you, the more satisfying it will be to clear out, and faster your house will be ready to put on the market.

Go through your stuff one item at a time.

Consider each tangible item and ask yourself if it is currently part of your life. If not, toss it.

[Read More](#)

If you want to sell your house you have to let go

By Karen Hawkins

During my career as a Realtor, I have noticed a common obstacle that sellers face -They are too attached.



It's perfectly understandable. After growing up in a house, raising children in a house, and adding countless personal touches, it becomes a "home". Nostalgia makes it hard to see things from the buyer's perspective.

When it is time to sell, you need to take a step back and go back to thinking of it as a house - just brick and mortar.

Here are a few ways you can disassociate yourself from your house before you begin the process of selling.

- 1) In an about.com article called How to Prepare your House For Sale, Elizabeth Weintraub wrote, "Say to your self, 'This is not my home, it is a house - a product to be sold much like a box of cereal on the grocery store shelf.'"
- 2) Create distance by imagining handing the keys to someone else.
- 3) Remember that a buyer wants to imagine living there. Make it easier for them to do that by putting your pictures, memorabilia, books and knick-knacks, into storage.
- 4) Don't take it personally when someone points out a flaw in the property that might turn off a potential buyer. It is not an insult, but rather an opportunity to increase the perceived value.

Checklists make it less personal

Real estate agents are trained to walk you through all the steps that it will take to make your home ready for the market. We do our best to do this in a diplomatic manner, but homeowners sometimes take it personally when Realtors point out things like noticeable pet odors and excessive clutter.

Ask your Realtor to bring a checklist of everything that needs to be done. When everyone is looking at a checklist, you wont feel judged when it's time to check for odors near the garbage disposal. It will simply feel like a task that needs to be completed.

Contact Karen Hawkins
<http://www.soldbykarenhawkins.com>
Cell: (505) 690-1112
Office: (505) 662-8899
Karen@soldbykarenhawkins.com

Copyright © Zia Realty Group. All Rights Reserved.

[Forward this email](#)



Try it FREE today.

This email was sent to email@mandymarksteiner.com by james@ziarealtygroup.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Zia Realty Group | 1460 Trinity Dr., Suite 1 | Los Alamos | NM | 87544