

# BUILD + ELEVATE IN 2022

Your Local Winter Real Estate Update

Vol. 5  
Winter  
2022



HOME MAINTENANCE  
Top Interior Design Trends  
to Watch Out for in 2022

LIFESTYLE  
10 Ways to Stay  
Motivated in 2022

HOMEOWNERSHIP  
Happy New Homes

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## A NOTE FROM [AGENT/TEAM]



**AWESOME**  
city living

Jocelyn McKay | John M. Jones | Sally Marshall | Team Member

### Dear current and future clients,

In honor of 2022, the theme of this issue of [my/our] real estate magazine is “build and elevate.” Why both? Because when you build with the purpose of elevating your current position, you find yourself surrounded by a whole new world of opportunities. That’s what [I/we] want for you, and [I/we] hope this issue will give you the tools to set yourself and your property up for a year full of success.

Make yourself a healthy snack, block a little time in your schedule, and flip through this inspirational content ranging from the benefits of a newly constructed home to an actionable list of ways to stay motivated this month and beyond. Plus, you’ll find some of [my/our] most popular local listings, client success stories, and so much more!

And, as always, if you have any questions or just want to talk more about our local real estate market, [I am/we are] just a phone call away.

Here’s to building and elevating in 2022!

[Insert photo of signature or company logo]

[Insert mailing address, number, email address, URL]



# QUARTER IN REVIEW

## [Insert Neighborhood] Market Snapshot

	Q4 2021
 <b>Number of Homes Sold</b>	X
 <b>Average Sale Price</b>	\$X
 <b>Average Days on Market</b>	X

## [Insert Company] Snapshot

	Q4 2021
 <b>Number of Homes Sold</b>	X
 <b>Average Sale Price</b>	\$X
 <b>Average Days on Market</b>	X

# TOP INTERIOR DESIGN TRENDS TO WATCH OUT FOR IN 2022

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It's been two years since the pandemic started, and many of us are still working remotely from our homes, whether it's out of our makeshift office in the kitchen, living room, or whatever space is conducive to productivity. As we continue to navigate forward this year, be sure to carve some time out of your busy schedule to find ways to enhance and elevate your home. Lucky for you, we curated a list of the hottest interior design trends that will not only give your space a much-needed makeover but also restore a sense of hope and optimism about what lies ahead in 2022.

Remember: There are no hard and fast rules when it comes to embellishing your space, so use the following trends as inspiration, not prescription. If you're looking to sell your home in the near future, speak with an agent to find out how you can leverage these trends to appeal to home buyers.





## 50 SHADES OF GREEN

Green represents new beginnings and growth, so there's no better color to herald the new year. To create an uplifting and revitalizing environment, you could use a pop of jewel-toned greens. Whether it's adding a plush velvet green couch to your living room or adorning your dining room with a jade vase, your options to bring nature indoors through furniture and decorative pieces have never been easier. Before you know it, your home will become the ultimate destination for relaxation and restoration among friends and family.



*Antiques and vintage items pay homage to the past and add extra personality and eclectic style to your home.*

## OLD-SCHOOL CHARM

What's old is new and what's new is old. Antiques and vintage items pay homage to the past and add extra personality and eclectic style to your home. They also preserve the memories of those who once had the great fortune of owning beautiful, one-of-a-kind pieces to embellish their space. To add some retro charm to your home, bring out your grandmother's antique floral porcelain vase and place it in the center of your dining table. Or add some brilliance to your living room with an art-deco table lamp. No matter what era you're partial to, there's a piece of furniture or accessory that will help you create an entirely new look.

## STAY AHEAD OF THE CURVE

Whereas straight lines and sharp edges lend a sleek, modern feel, rounded shapes add softness to an interior space, giving it a warm ambiance. Going beyond circles, rounded shapes also include egg shapes, ovals, arches, and more. If your space looks too much like a geometry worksheet, try breaking up the harsh edges by adding a curved swivel chair or coffee table in your living room. Or add some oomph in your hallway with a beautiful, oval-shaped mirror to reflect a sense of freshness and relaxation that can't be seen with a traditional square or rectangle mirror.







## BRIGHT AND COLORFUL KITCHENS

Last year, neutral palettes reigned supreme in the realm of home decor. While this trend will remain popular for the foreseeable future, it's time to break out of the tried-and-true color scheme and embrace bold, vibrant colors. Liven up your kitchen with a splash of color; whether it's painting your walls a beautiful, seafoam green or experimenting with geometric prints and patterns, add some joie de vivre to the space. After all, your kitchen should inspire you to experiment with different recipes and come up with culinary masterpieces that rival those of your favorite Michelin star chef.

## LITTLE BLACK ACCENTS

There's nothing quite like black accents to add a touch of sophistication and beautiful contrast to your home. This is especially true if your home is alight with natural wood tones or other organic materials. The same sentiment can be extended if you prefer a more minimalist space. Look around your house to see where you can incorporate some edge. Could your white sofa use a small, black side table to accentuate your living room's best features? Or perhaps you can add a couple of black throw pillows to make your sofa the room's centerpiece. No matter how you want to incorporate this timeless color into your home, know that a little goes a long way.



## ILLUMINATE WITH STYLE

Equal parts function and fashion, statement lamps are making a comeback this year and they're poised for a bright future. Coming in all shapes, sizes, and colors, decorative lamps can put a spotlight on different areas of your home (especially rooms that don't get a lot of natural light). On the quest for a stunning architectural piece? Try perching a sculptural-metal table lamp on your coffee table. If you're looking for something more subtle yet still striking, a Grecian-bust table lamp on your nightstand might just be the inspiration you need to fulfill your New Year's resolution to read 30 pages of a novel every night before bedtime.



*Coming in all shapes, sizes, and colors, decorative lamps can put a spotlight on different areas of your home.*

## FEATURED LISTING



## 5503 North Loop

\$795,000

2033 sf

3 bed / 2.5 bath

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### SCHEDULE A TOUR

[Insert Agent/Team Name]

[Insert Number]

[Insert Email]

[Insert URL]

*You can also schedule in-person or virtual tours through the KW App!  
Download it at your app store to get started.*



# 10 Ways to Stay Motivated in 2022



You've seen it happen. You may have even been that person. For one week after the new year begins, you are meticulous about acquiring new habits and pursue them with an optimistic outlook – the thought of a fresh start. Yet, more quickly than not, it's back to the same old routine.

This year, challenge yourself to continue building upon your goals without losing track of the feeling of motivation you woke up with on Jan. 1. Start off with some inspirational reading (Gary Keller and Jay Papasan's *The ONE Thing* and *The ONE Thing Planner* are great resources). And, keep your eyes on the prize with the help of these 10 tips.



# 1 Identify your big why.

When the going gets tough, what is the ONE Thing that will help you push through and visualize yourself at the end of the obstacle course?



# 2 Seek accountability.

Whether it's a fitness, career, or financial goal, buddy up with someone with a similar goal, or someone who inspires you to move forward. If your means allow, coaching may be a great option.

# 3 Set SMART goals.

That's specific, measurable, attainable, relevant, and time based. Having clear and direct goals in every area of your life will breathe fresh motivation into your journey.

# 4 Stay creative and inspire.

Get motivated by inspiring others! Become a regular on online forums, or start a social media page focused on the goal that's nearest and dearest to your heart, or even on mindset as a whole.



# 5 Put progress on paper.

Go old school with a notebook tracking your progress, or use an app to see how far you've come and stay inspired to keep going.

# 6 Plan it out.

Create a detailed plan for the aspects of your life you are trying to elevate. If it is a routine, make three versions, to account for various levels of busyness and energy.

# 7 Build up.

Instead of going full speed ahead and burning out, start small and work your way up to the next big milestone.



# Meditate.

Train your mind in the art of resilience, and you'll have an easier time sticking to your goals.

# 9 Embrace the failure.

You're bound to hit a roadblock or two along the way. The difference between giving up and moving forward is whether you let that derail your plans or shake it off.

# Shift your perception.

Identify your limiting beliefs, or opinions that you might believe to be absolute truths, and challenge yourself to acknowledge alternative truths you may be ignoring.



# REAL VALUE REAL EXPERIENCE



FirstName | LastName  
**CEO and Founder of  
Your Name Properties**

### CREDENTIALS

BA History  
**Univ. of Springfield**

Member  
**Springfield Giving Trust**

Founder  
**Keys of Caring Springfield**

“When you choose to work with me, you’re partnering with a trained agent that has the backing of the world’s largest real estate company, consisting of 200,000+ associates around the globe. That puts your search in the hands of the largest, most resourceful real estate network.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged with what’s happening in the neighborhoods you’re eyeing.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we’ve formalized a belief system that guides how we treat each other and how we do business.”



YEARS IN BUSINESS



TOTAL CLIENTS SERVED



REPEAT CLIENTS (23%)



CLIENTS SERVED IN 2021

**kw** DBA NAME  
KELLERWILLIAMS.

Keller Williams Realty Market Center  
123 Lamar Lane | Spokane, WA 96101

**WIN-WIN  
INTEGRITY  
CUSTOMERS  
COMMITMENT  
COMMUNICATION**

or no deal  
do the right thing  
always come first  
in all things  
seek first to understand

**CREATIVITY  
TEAMWORK  
TRUST  
EQUITY  
SUCCESS**

ideas before results  
together everyone achieves more  
starts with honesty  
opportunities for all  
results through people

# SUCCESS STORIES

[Insert Client Name]

CLIENT SINCE

[Insert Year]



WHAT THEY SAID

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[Insert Client Name]

CLIENT SINCE

[Insert Year]



WHAT THEY SAID

“ Giae veliquia nobis nobis aspit as et enihit asperum faccusa qui deliber ioribus audae dolum aborit ex eosamus aut is ulluptatur antur? Utem volo quid quam que similis et eaque valoris torectum, corrorum debittii squidun tiscium andae magnatemos etur.





# Happy NEW HOMES

Four reasons why you may want to move into a newly constructed home



Is moving into a new home on your 2022 to-do list? Not just I-have-never-lived-here-before new, but no-one-has-ever-lived-here-before new? Whether you're a current homeowner or a first-time home searcher, a newly constructed home could be just what you need to make your property dreams a reality this year. Here are four reasons why new builds could be worth your down payment and/or putting your current living space on the market.



## 1. UNLEASH YOUR *Creativity*

If you've ever played the popular computer game The Sims, you know how much fun it is to design your own dwelling space. Depending on when you enter the building process, new home construction can be just like that, but in real life! Whether you're working with a contractor to fill an empty plot or you're able to get in on the ground floor of a new housing community, you may get to leave your mark on everything from how many floors your house contains to the style of the light fixtures that illuminate every room.

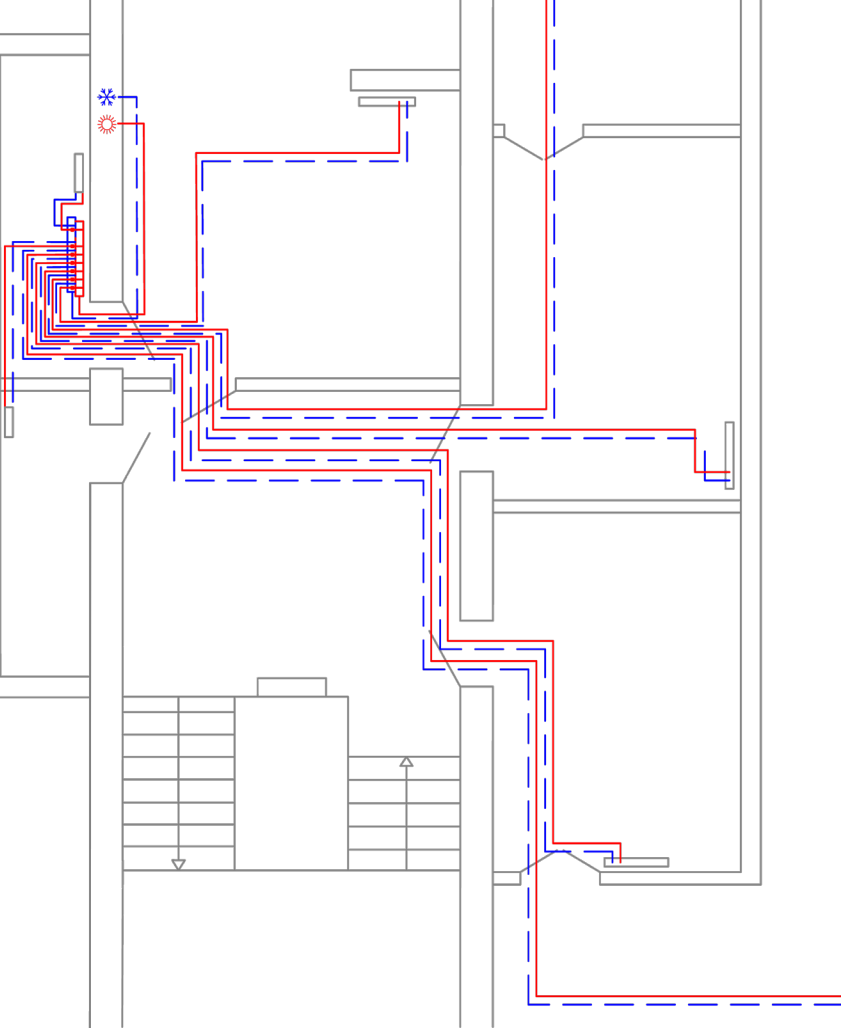
Even if the property is already complete, the modular nature of many modern homes allows for a level of customization you can't find in most older properties. At least not without enlisting a contractor and construction crew. When the dust has settled, the paint is dry, and those keys land in the palm of your hand, you can take pride in knowing you're moving into a home that is truly yours.



## 2. PROTECT YOUR PHYSICAL AND *Financial Health*

According to a recent Statista Research Department report, nearly 75% of homes in the U.S. are 30 or more years old, and 43% of homes were built before 1978 when lead-based paint was first banned. Since then, regulations on other harmful chemicals like asbestos, formaldehyde, and phthalates have resulted in safer building materials ranging from paints and varnishes to pipes and insulation.

Purchasing a new home on a fresh plot of land could also make your property eligible for a new home warranty, which could cover everything from materials to workmanship. You'll be able to rest assured your residence meets the most recent codes and regulations. It also removes the need for renovations to replace outdated materials, which lowers maintenance fees and other unwanted surprises sometimes found in older homes.



### 3. REACH *Peak Efficiency*

Of all the many benefits technology offers, efficiency is probably the most significant. From water fixtures to HVAC systems, new homes often include countless efficiency upgrades you won't find in older models. One excellent example of this is the seamless integration of smart devices. For instance, many modern homes either come with or can easily be equipped with smart security systems like motion-activated cameras or video doorbells. Speaking of, bluetooth locks are becoming increasingly common in new residences.

In terms of lowering your monthly bills, newly constructed homes are often better suited for solar panels, smart thermostats, or even refrigerators that connect to your Wi-Fi router. Modern homes are also more likely to have external power outlets for amenities like electric-vehicle charging stations or battery-powered backup generators. In addition to reducing your carbon footprint, these innovations have the potential to lower your monthly costs.

### 4. THINK ABOUT *Longevity*

As our society becomes more technologically advanced, future home buyers will continue to demand modern amenities like the ones previously mentioned. For that reason, purchasing a new home can be a potentially profitable financial investment. Not only is a new home likely to retain its value, but it could also lead to some beneficial credits that could help lower your taxes. Whether you're interested in a permanent residence or an investment property, a new home may be just what you're looking for.

Interested in learning more about the new home opportunities in our area? [I/We] would love to sit down and discuss them with you! Give [me/us] a call at [Insert Number] to hear about up-and-coming housing developments, the latest listings, or trusted contractors who could help you turn an empty plot of land into a sparkling new piece of property.



# COOLEST WINTER LISTINGS



**1678 Barrington Circle**  
\$795,000  
2033 sf | 3 bed / 2.5 bath



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\$795,000  
2033 sf | 3 bed / 2.5 bath



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[Insert Agent/Company Name] | [Insert Number]

[Insert Email] | [Insert URL]

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Download it at your app store to get started.*



# ASK AN AGENT

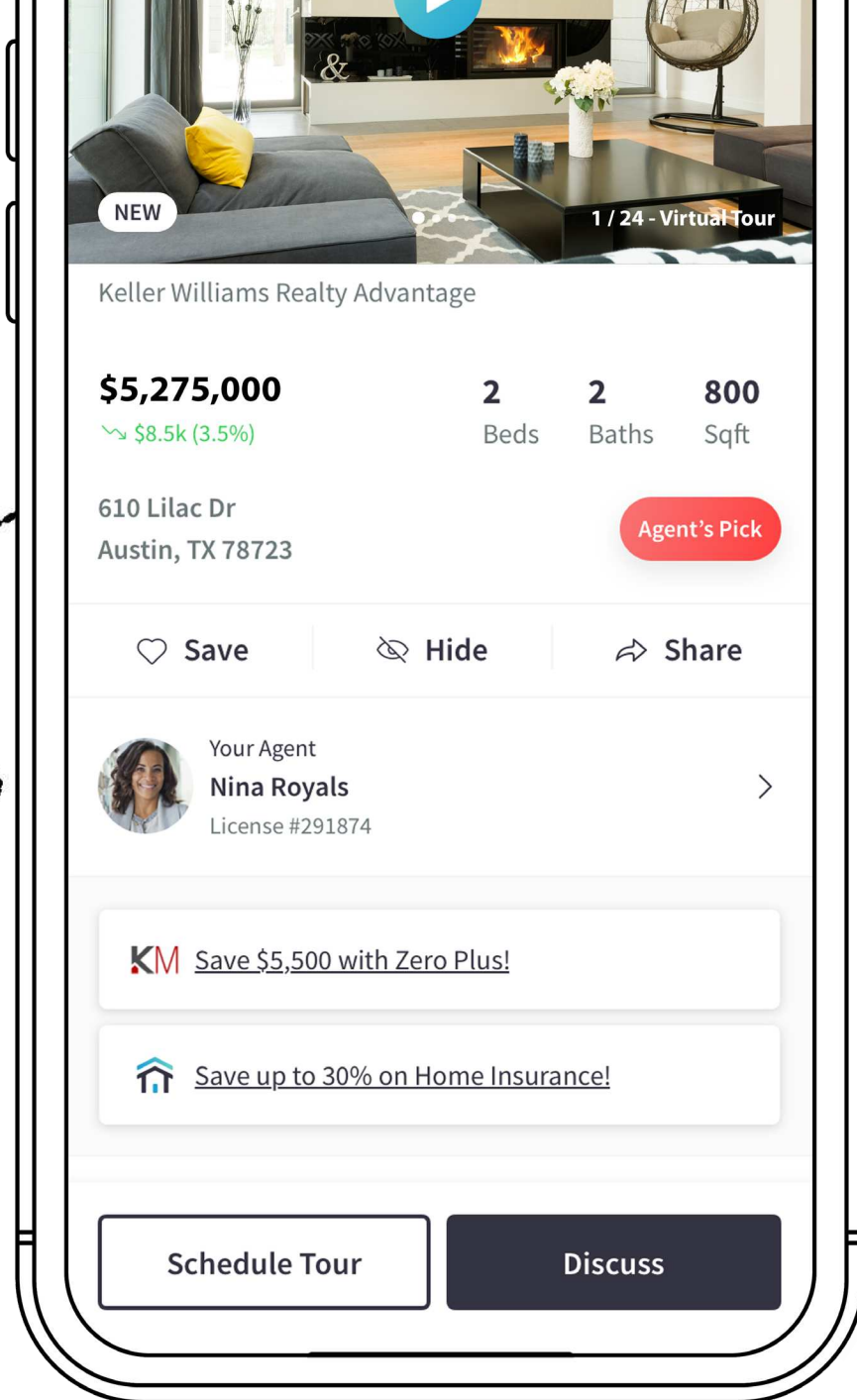


AGENT NAME

**“What home improvements can boost my property value without burning a hole in my wallet?”**

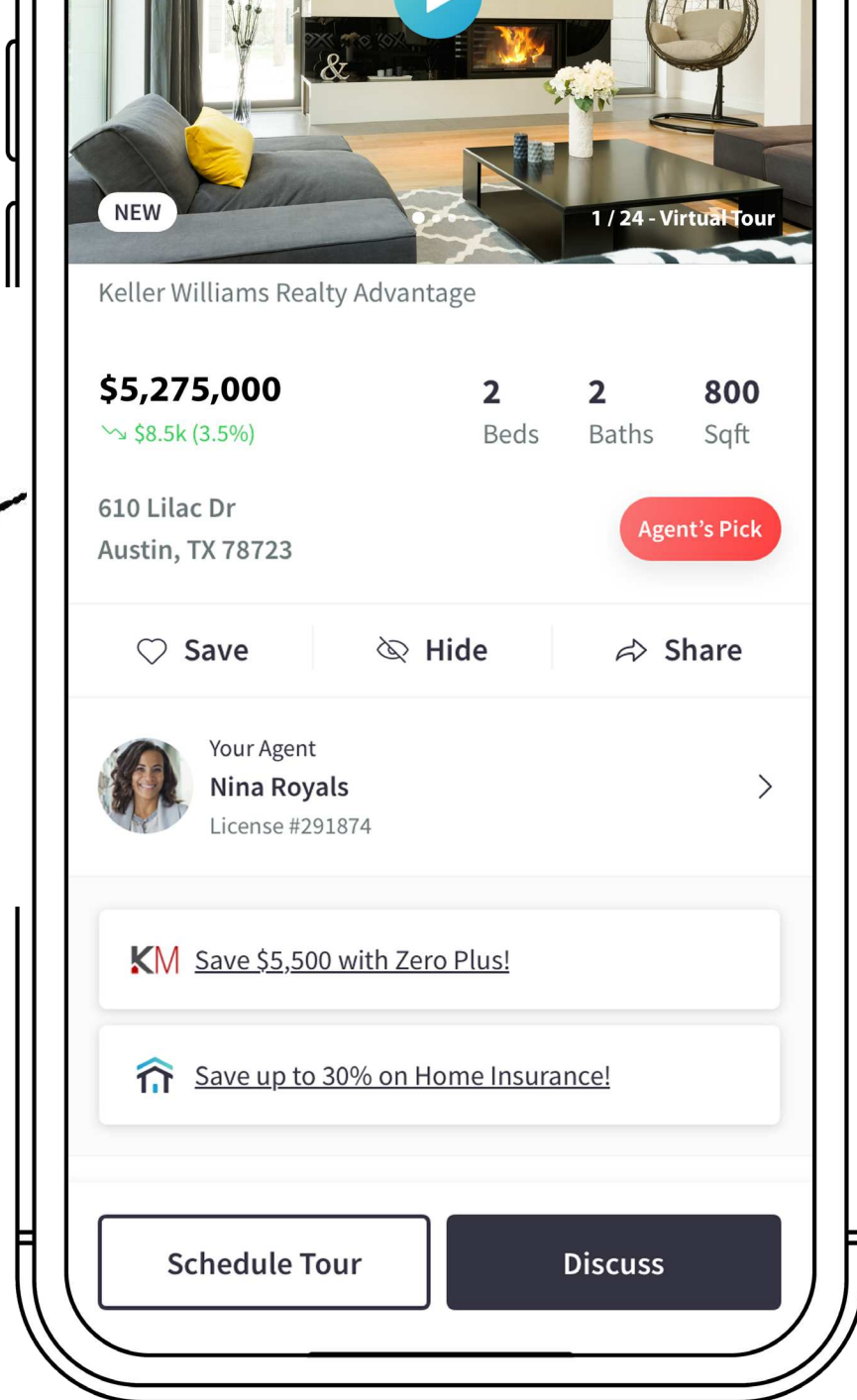
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**STAY IN. SEARCH ON.**

Insert Your Personal URL



**STAY IN. SEARCH ON.**

