

In Full Bloom

Your Local Spring Real Estate Update

Vol. 6
Spring
2022



HOME MAINTENANCE
Top Spring Cleaning Tips
To Get Your Home Sold

LIFESTYLE
6 Ways to Embrace
Warmer Weather

HOMEOWNERSHIP
Your Patio, Your Sanctuary

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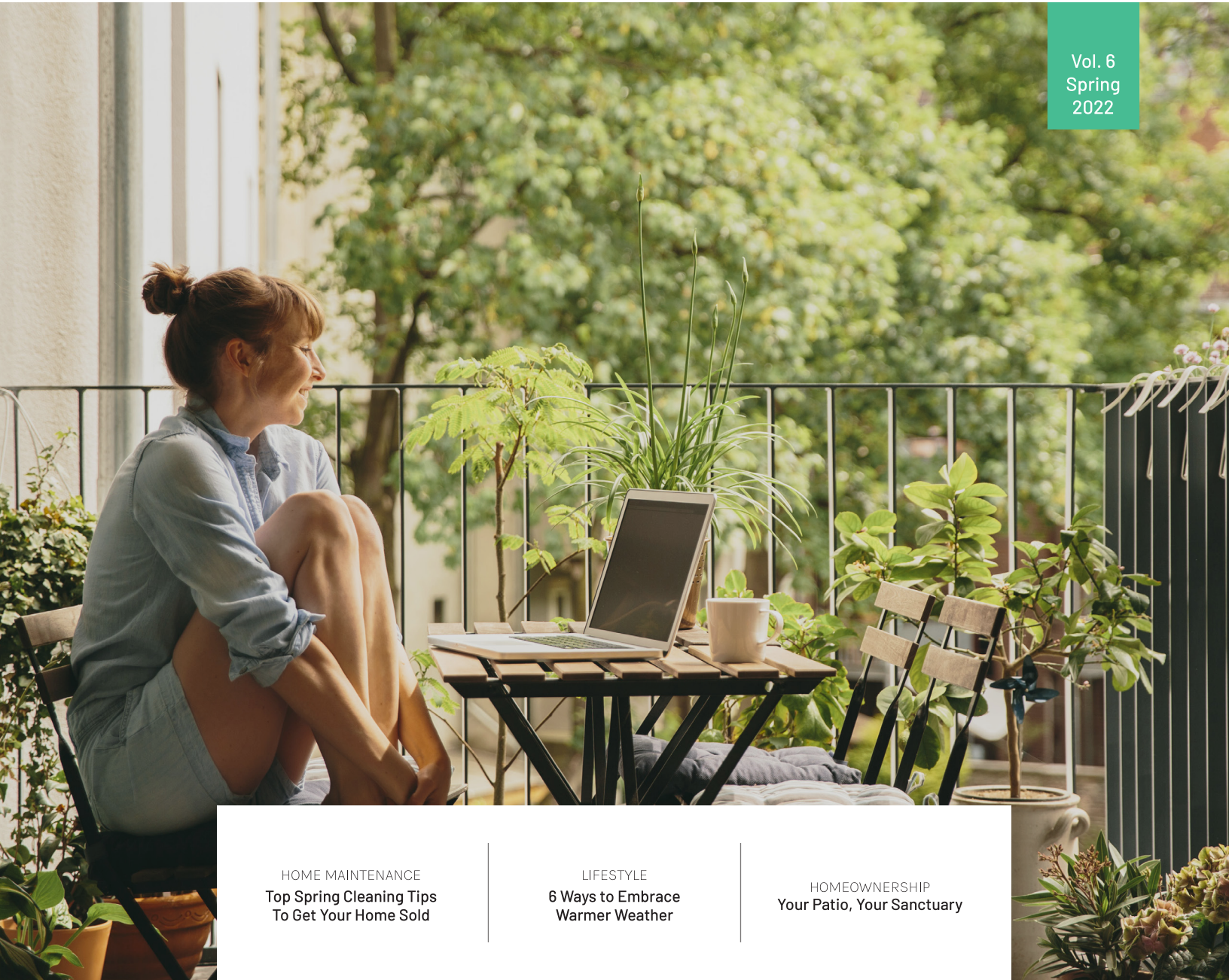
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A NOTE FROM [AGENT/TEAM]



AWESOME
city living

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

Dear current and future clients,

Spring is “in full bloom,” and [my/our] mission is to make sure you are too. That’s why [I/we] have filled the latest issue of [my/our] local real estate magazine with articles intended to help you and your property flourish more than a field of tulips. Whether you plan on buying, selling, or renovating this season, [I/we] hope the information within these pages helps you bring your goals to fruition.

Pour yourself an iced beverage, find a cozy spot outdoors, and flip through this invigorating content. Articles include spring cleaning tips to prepare your home for selling (or cleaner living), how to elevate your patio, and an illuminating list of activities for making the most of the extra daylight. 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 continuing to bloom in 2022!

[Insert photo of signature or company logo]
[Insert mailing address, number, email address, URL]

QUARTER IN REVIEW

[Insert Neighborhood] Market Snapshot

	Q1 2022
 Number of Homes Sold	X
 Average Sale Price	\$X
 Average Days on Market	X

[Insert Company] Snapshot

	Q1 2022
 Number of Homes Sold	X
 Average Sale Price	\$X
 Average Days on Market	X

Top Spring Cleaning Tips To Get Your Home Sold

Synonymous with prime selling season, spring is the perfect time to freshen up your space in preparation for getting your house listed on the market. With this in mind, we rounded up the hottest spring cleaning tips that will not only transform your space into a swoonworthy dwelling but also attract home buyers looking to purchase their next home before the following school year begins. Ready to embark on your spring cleaning journey? **Read on to get started!**

Out of Sight, Out of Mind



First things first: declutter your home. No prospective buyer wants to step into a house filled with perceived junk. Go around the house to identify items that have been taking up precious space for months and years. Perhaps it's your collection of novels you've been meaning to read. Or clothes you've held onto for special occasions or 'just in case' situations that never quite materialized. Once you figure out what needs to be donated or boxed up and stored in your garage, you'll breathe easier knowing that you've created a perfect space for the next owner to manifest their dream home.

Keep Your Windows Sparkling Clean



There's nothing like dirty windows, screens, and sills that signal 'Don't look inside' to prospects. Tackle this moderately intense project by starting with the inside of your home, as you'll have more control over the outcome. To clean the windows outside, hose them down and remove excess water by using a squeegee. As for cleaning solutions, there are plenty of eco-friendly products that will yield sparkling, streak-free results. More of a DIY person? Mix distilled white vinegar with water for the same results.

Get Your Floors Spick and Span

Chances are, you already sweep, dust, or vacuum your house every week to keep your floor looking and smelling fresh. Despite your best efforts, stubborn dirt, dust, and allergens get deeply embedded in your hardwood floor or carpet, leaving behind a less-than-pleasant appearance and odor. Whether you live in a large compound or a smaller, cozier house, it's well worth the money to enlist the help of a professional floor cleaning service to ensure every square inch of your place looks and smells brand new. Want to maintain the freshness without added chemicals? Use an air purifier in lieu of air fresheners to eliminate funky smells.



Boost Your Home's Curb Appeal



Beautifying your outdoor space is just as important as cleaning the interior of your home. Take a mini-tour of your yard and garden; does your lawn need a proper cut? Are there any pesky weeds sprouting throughout your otherwise pristine yard? Take care of the landscaping duties yourself or hire a professional to tidy things up while you bask in the sun and sip on a refreshing glass of Arnold Palmer. If neither of these applies, enjoy a weekend of embellishing your garden with fresh flowers and lush plants conducive to thriving in your city. Or try adding a fresh coat of paint to your front door for a quick, inexpensive way to make the right impression. (Pro tip: Stick to neutral colors as they appeal to most home buyers.)

De-gutter and Mend Your Roof



After months of snow-ridden (or unseasonably warm) winter days, chances are your gutter and roof show some weather-induced wear and tear. Remove the collection of dead leaves and debris from the gutter to prevent any unwanted critters and insects from inhabiting the space and potentially clogging it. While you're at it, inspect your roof for any holes, leaks, and other damages incurred during the previous season. Taking these steps will not only save you hundreds if not thousands of dollars in costly repairs, but whoever is lucky enough to snag your abode will have a sturdy yet comfortable roof over their head.



Make Your A/C Unit Run Like a Breeze

With warmer weather ahead, make sure that your air conditioner is in tip-top shape. Not only will this prevent you from enduring sweltering heat once the temperatures rise but the next occupants will also appreciate the cool breeze that sweeps through the house. Start by changing the air filter regularly (the general rule is every 30 days) since that can be done easily by yourself. For more intense tasks such as cleaning air vents and ducts, hire an HVAC professional so they can access hard-to-reach areas in your house.

FEATURED LISTING



5503 North Loop

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

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SCHEDULE A TOUR

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



6 WAYS TO EMBRACE WARMER WEATHER



THESE UNIQUE OUTDOOR ACTIVITIES ARE PERFECT FOR SPRING

Now that the days are longer and temperatures are getting hotter, it's time to step outside and soak up some vitamin D. This list includes a variety of activities ranging from solo excursions to a little friendly competition. No matter which ones you attempt, fresh air and exercise is always a win.

PICKLEBALLING

What do you get when you mix tennis and ping-pong? Pickleball, also known as “America’s fastest-growing sport.” If there isn’t a court near your home, you can easily create your own! All you need is a 34’ x 64’ patch of asphalt, a net, several paddles, and, of course, a pickleball.



BIRDING

Whether you live in a tree-filled neighborhood or have to venture to a nearby park, birding is a great way to appreciate nature while upping your step count. All you need is a good pair of binoculars, some comfy shoes, and a keen ear for any chirps or squawks billowing overhead.

TRAMPOLINING

Nothing says spring like a trampoline (zing), and kids aren’t the only ones who can benefit from these bouncy exercise mats. The internet is loaded with workouts for older audiences including movements like pikes, seat drops, jump squats, and more. Just be sure to stretch first.

SWINGING

If you think swinging is just for kids, think again! Swing sets are popping up in gyms all over the country, and for good reason. Traditional swinging is a great core and arm workout, but you can burn even more calories by doing knee tucks, lunges, and push-ups using the suspended seat.



ELLIPTICALLING

If you find running too hard on your knees and cycling too hard on your back, an outdoor elliptical bike may be just what you need. It’s like the popular gym equipment, except instead of staring out a window, you get to navigate the world and feel the breeze in your hair.

PLOGGING

Leave it to Sweden to create an exercise that’s both good for your body and the planet. Plogging is simply jogging while picking up litter along the way. As your bag gets heavier, your workout gets harder, and darting from object to object keeps your stride from getting redundant.



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YEARS IN BUSINESS



TOTAL CLIENTS SERVED



REPEAT CLIENTS



CLIENTS SERVED IN 2021

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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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CLIENT SINCE

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WHAT THEY SAID

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Your Patio, Your Sanctuary

Nine Ways to Create the Outdoor Space of Your Dreams



Longer days, warmer nights... Spring is here, and with it, the great outdoors beckons your name. If you are the proud owner of outdoor space, whether it be a small balcony or an expansive patio; spring is the perfect time to focus on making this space your own, and creating a homey environment that will bring you, your family, and your friends immense joy. Here is how to create the patio space of your dreams.

Packing a Punch - Balconies

If you don't have much to work with in terms of physical space, don't fret. When maximized, smaller spaces not only pull their weight, but have the ability to feel particularly homey. If you live above the ground floor of an apartment building, there is also an extra layer of privacy which can be enhanced through decor. Before diving into revamping your smaller balcony space, if you do live in an apartment community, check in with community management to become aware of any restrictions on outdoor space furniture or accessories that may be in place. Let's get to work!

01. Lighting: For a smaller space, it is best to get creative and add lighting solutions that will not occupy a lot of area on the ground. Get your nails ready and hang up some moody string lights (or, opt for the renter-friendly version of adhesive hooks). You can also get creative with wrapping string lights against your balcony's railing, or, for a sleeker look, employ the help of LED wall lights.

02. Seating: Your space may be compact, but that does not mean it has to be boring. For a balcony, your seating has the potential to transform your outdoor experience. Firstly, decide on how you envision spending your outdoor time: Will you be sipping your morning joe and reading the newspaper on the balcony, or is it an area for you to curl up with a good book or a loved one? For the first option, a foldable table and chairs set in a color that speaks to you may be the way to go. If your plans include lounging, a loveseat, small hammock, or a floor cushion packed with comfy pillows and cozy blankets will do the trick.

03. Details: For the grand finale, give your space some personality and pizzazz with accessories that won't clutter.

Play around with textures and patterns in choosing the finishing touches for your seating, such as pillows and blankets, drape curtains over the railing or hang them a bit higher for an extra layer of privacy, and channel your inner plant parent with a few smaller succulents or hanging plants in order to save space. If the flooring of your balcony is unattractive, consider the renter-friendly interlocking deck tiles to beautify the space.

A Cozy Haven - Small Outdoor Patio

Not all patios are created equal, but all outdoor space has the potential to be an oasis as long as you create a space that fits your lifestyle and aesthetic desires. If you are the proud owner of a small outdoor patio, read on for ways to ensure that you are creating a place that will keep you and your family entertained for years to come.

04. Lighting: A patio space, however small, offers a few possibilities when it comes to lighting. String lights can make an outdoor patio feel welcoming and intimate, but if you are craving a different aesthetic, the extra space that a patio offers allows for intriguing portable and floor lamp designs, and enhancing the mood with candlelight.



05. Seating: A smaller patio can get lost in bulky outdoor furniture, so focus on smaller-scale options with clean lines when populating your space, such as a chaise-style bench. Multifunctional furniture, such as a pouf ottoman that can serve double-duty as a side table or seating, are a great way to ensure you are getting the most out of your patio. Include a cozy dining nook into your decoration efforts with the help of a bistro table. And, if you have space to spare, consider adding in a compact swing to the mix.

06. Details: Complete the look of your small outdoor patio with the help of accessories. An outdoor rug and curtains will give the space extra oomph, while a hung mirror adds depth and makes the area seem more expansive. Planning on entertaining on your gorgeous new patio? A rattan bar cart brings the entire space together and adds an air of sophistication.

The World Is Your Oyster - Large Outdoor Patio

A large space provides endless opportunities for creating a relaxing and entertaining sanctuary. From large-scale furniture, an intricate grilling and dining area, and variety in the surface of the patio itself, here are the aspects to consider when putting together your dream large outdoor patio.

07. Lighting: Show off a larger space by lighting the path leading up to it. Brighten up your walkway by installing path lighting – whether it be low-voltage or solar LED options. Complete the look by adding standard-voltage, LED deck lighting, and lanterns that offer a soft look to your outdoor space. For an extra feeling of safety, add outdoor wall lighting to your patio. These can be mounted on any vertical surface.

08. Seating: Without major square footage constraints, the seating you choose for your patio is a matter of preference. But first, it is worth thinking through patio style and adjusting seating options accordingly. Fancy a gravel patio? A park-style bench might be a perfect addition for it. A concrete patio offers more longevity and is the perfect backdrop for chunky furniture with ample seating room. A pavement patio pairs beautifully with wooden furniture and picnic tables. And, a tile patio has a chic air that can be enhanced through mosaic pieces and sleek designs.

09. Details: Your patio is the ideal playground for water accents and fire pits. If you seek to create a tranquil space, a cascading water wall or a terra-cotta water fountain are the ideal backdrops for a relaxing afternoon or evening on the patio. If you choose to add a firepit to the space, consider turning it into the centerpiece of your design efforts. A minimally designed open-basin cast iron firepit offers a clean look, whereas a traditional firepit offers a hint of nostalgia reminiscent of summer camp days. Think about the feeling you would like your space to evoke, and work backward to find your perfect fire fixture.



BLOOMING SPRING LISTINGS



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



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



1678 Barrington Circle
\$795,000
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[Insert Agent/Company Name] | [Insert Number]
[Insert Email] | [Insert URL]

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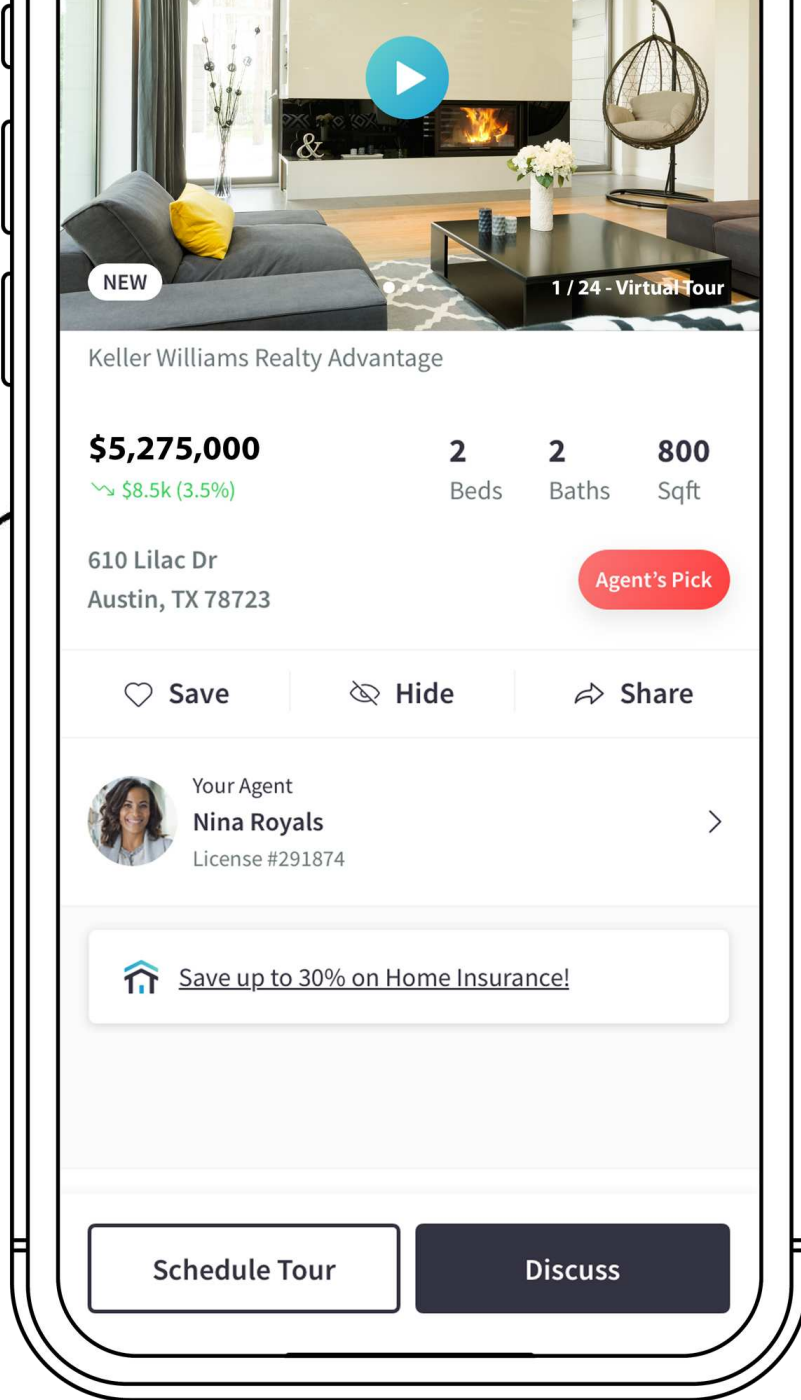
ASK AN AGENT



AGENT NAME

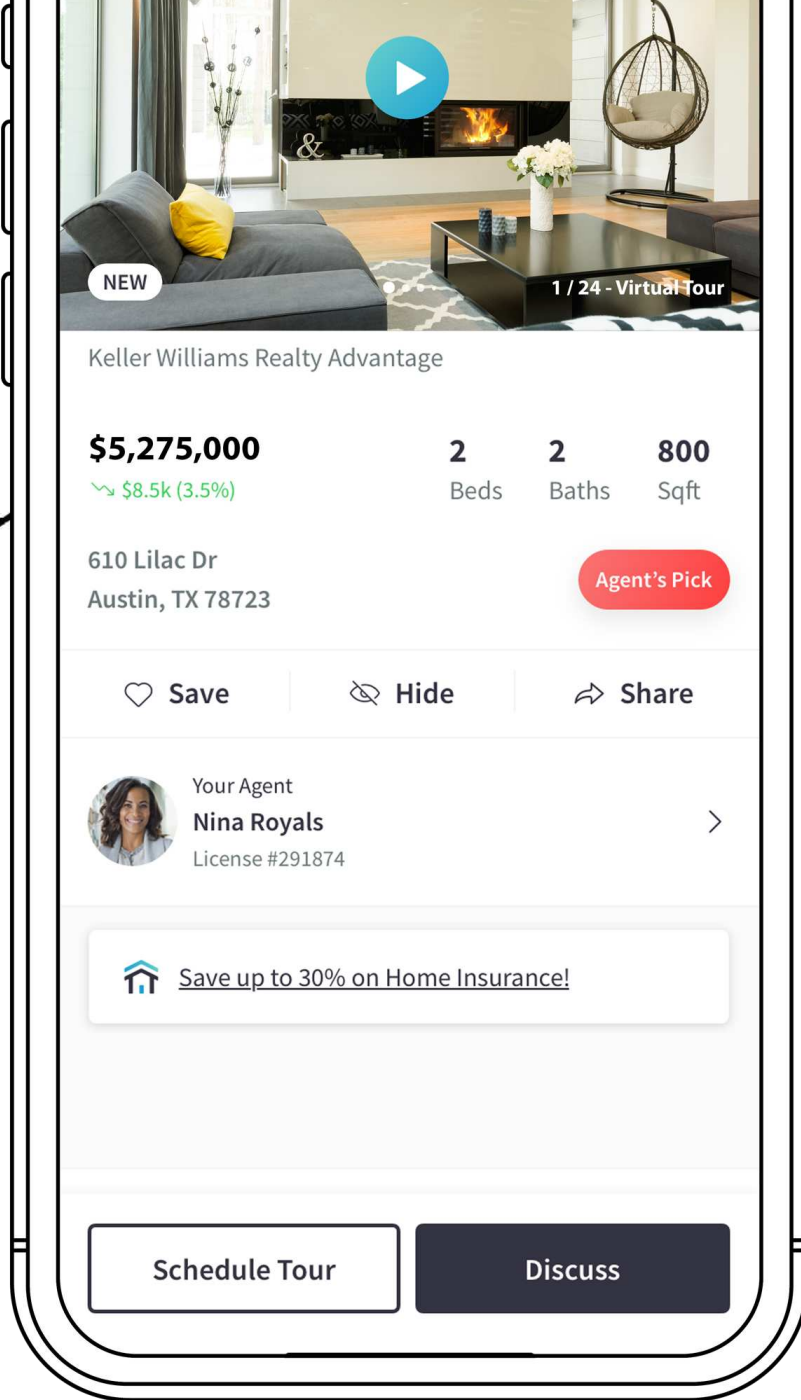
“What home improvements can boost my property value without burning a hole in my wallet?”

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