



January Newsletter 2017

Quote of the Month:

"Worrying is like walking around with an umbrella, waiting for it to rain."

I. Selling a Home in the Winter “Brings More Money” a recent study in the Northeast shows that homes sold for more money if a few simple items were performed:

1. **Clear Walkways, Driveways & Paths**; all areas of the yard, walks to building, shed, garage, deck and recreation areas, such as pools, should be cleared. Keep your entryway clean and free of debris, instead of leaving snowy boots and shoes there.

2. **Lots of Light**; open all shades and draperies and turn on all lights including those in the closet. Turn off the television and computers but playing background music is good, if available.

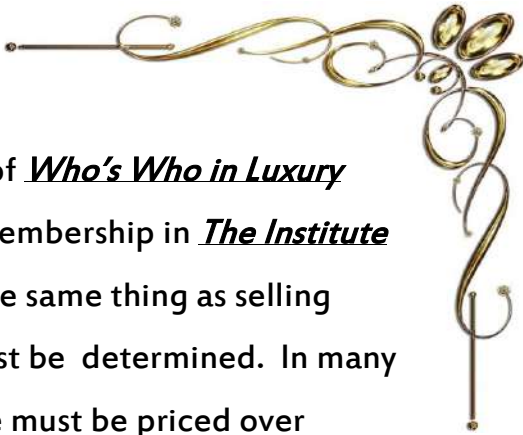


3. **Warmth**; keep your house warm for all showings, at least 70-72 degrees. If you have a fireplace, turn it on. Buyers will spend more time in your home looking for unique features if your house has a natural warmth. It is alright to have a few candles lit as long as any danger is removed.

4. **Holiday Decorations**; several types of decorations are available as early as Halloween, then Thanksgiving and of course, Christmas. After Christmas, general winter decorations showing the snow and beautiful scenes of a winter wonderland are appropriate. Don't try to hide the fact that this is winter, rather emphasize it's benefits.

5. **Outdoors**; obviously, you can't show off the beautiful landscaping of your yard, so put out pots of evergreens to add some color to your porch or walkway. Be sure to trim your shrubs in the fall and keep all tools, debris and general outdoor items put away, out of sight!





II. Luxury Real Estate:

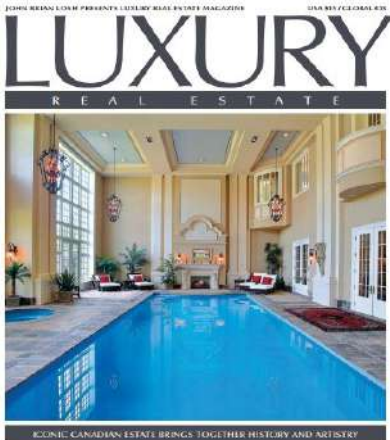


1. Recently we became members of *Who's Who in Luxury Real Estate* to enhance our prior membership in *The Institute*

of Luxury Home Marketing. Selling Luxury Real Estate is not the same thing as selling regular homes. First of all, **Values** on what is a luxury home must be determined. In many states, such as California, New York and Florida, a luxury home must be priced over \$1,000,000 to be considered for membership in these prestigious organizations. In Michigan, the value is only \$500,000 and rising. It may be \$600,000 - \$800,000 in the next couple of years.

2. What are the **Benefits** of being a Member of such Groups that Sell Luxury Homes?

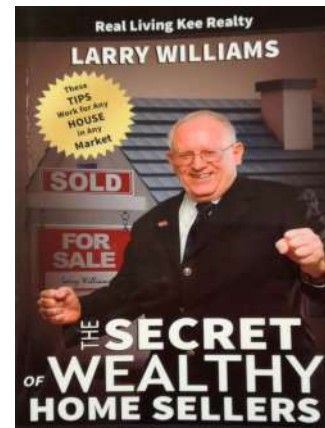
- A. There are 130,000 worldwide professional members, allowing us to market homes to the best Realtors in the world.
- B. Members can view our listings in over 200 countries worldwide with Broker offices in 37 countries and listings in 70 countries. LuxuryRealEstate.com is the # 1 portal for luxury homes on the Internet.
- C. Any of our clients wanting to move to any of these countries can benefit from the contacts that we have in other countries.
- D. They offer unique advertising and promotions for luxury homes.
- E. Their contacts offer discounts on advertising in the best luxury magazines in the world.
- F. Offer the premium **LUXURY REAL ESTATE** magazine that is published 3 times a year.



3. Why did We Join?

Although, the majority of our clients do not own luxury homes, we have enough clients coming to us in this price range, that we felt it would be beneficial to those clients to take advantage of the membership benefits; so that we could sell luxury homes faster and for more money than by using traditional marketing methods. This will also help many of our clients who have homes in the \$300,000 - \$400,000 price range and are now able to move up to the luxury home market.

Also, these memberships go in conjunction with the recent co-authored book written on *The Secrets of Wealthy Home Sellers*. This book will help anyone that is looking to buy a luxury home. We are offering 5 of these books for FREE to the first 5 clients to call us and say they want one.



Get Your Free Book!

III. Home Show - at Suburban Collection Showplace Novi, Michigan

We are going to be in the Novi Home Show on Friday, January 27th to Sunday, January 29th. We also will be giving away our books at this show.

Friday, January 27th: 2:00 pm - 8:00 pm

Saturday, January 28th: 10:00 am - 8:00 pm

Sunday, January 29th: 10:00 am - 5:00 pm



We have discounted tickets for anyone who calls us and asks, on a first come first serve basis.

Wishing You a Happy New Year!!



Williams Team

Larry, Celeste & Jordan

1023 GREENTREE, BLOOMFIELD TWP. 48304

\$ 4000/MO. LEASE OR PURCHASE LEASE: \$649,900



PURCHASE LEASE: Rent to Own, Seller helps you buy house not rent. \$4000 monthly lease. 25% of lease payments returned at closing. \$12,000 non-refundable deposit. No security deposit. Purchase price \$649,900. Main requirement is a good job/income. Bankruptcy, foreclosure acceptable in most cases.

Exceptional 4 BR Unique Brick & Glass Contemporary Home. Custom, light filled home & sunrm that is an architectural gem w/ flexible open flr plan. Completely renovated since 2012, has new roof, remodeled bthrms w/ designer vanities, new kitchen, premium cabinets, breakfast nook & over-sized dining area. Rare wood plank tile flrs on main lvl, newly refinished wood flrs on upper lvl. All 4 Season windows new in 2013, entire house repainted in neutral colors. Huge Mstr wing w/ WIC & Dressing Rm & Mstr Bth. 2nd Lg Bdrm w/ unique area that can be WIC, sitting rm or art studio. 2 Lg Entry Lvl Bdrms plus your own office area, great rm & family rm. Home includes 2 gas fireplaces & Lg 2 Car Garage.

For Further Information Call:

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The Williams Team
REAL LIVING · KEE REALTY



63139 TURNBERRY WAY, WASHINGTON TWP. 48095

\$ 489,000



Exceptional home with coveted features in this split-level with 5 bedrooms. Former model shows in extras - central VAC, crown molding, wainscoating etc. 4 seasons sun room, Great Room with vaulted ceiling, master bedroom includes Walk in closet, designer bath, large dining room, and oversized den-lib. Dream kit, SS app, and exotic granite with Lafata cabinets Large Island & pantry, breakfast room & heart area, wood floors, fresh paint - designer colors. Huge finished daylight basement with family room, bath, bedroom, and workshop. Professionally landscaped with new patio and professional landscape lighting. New roof in 2014 and large 3 car garage. Agent owned, all offers considered.



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