

September Newsletter 2016

Quote of the Month:

“Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.” -
Bill Fields

Why This is a Great time to Buy a House.

1. Rates will never be lower!

Rates have remained at an all time low since 2012. The Federal Reserve is expected to begin increasing interest rates which will raise house payments and make it more difficult to qualify for a mortgage on a home in your price range.

2. **Rent is increasing:** Only 2 years ago rentals were going for 80-90% of the square footage of the house you wanted. Today, most homes are around 100% and many at 110% of the square footage. This week I rented a home to a couple for 120% of the square footage. This means a larger percentage of your income is going towards paying rent and that is not what buyers want. Your rental payment at these prices is much higher than a mortgage payment which includes taxes and insurance.

3. **Tax Deduction:** Mortgage and interest are tax deductible but rent is not. Check with your accountant to see how this can help you save on your taxes.

4. **Low Inventory:** If housing inventory continues to stay limited, prices will continue to go up. It is a sellers market and it will be even more difficult to buy a home and get a good deal unless market inventory increases. Buy now before inventory is even less in the future.



Big Tip On Pricing Your Home

Per a new research by “ARES” American Real Estate Society, houses priced just below a round number will sell for approximately 3% more than selling a house at a rounded number. In other words, do not list your house at \$200,000 instead list it for \$199,900 and your house will end up selling for more money.



Helpful Tools You Must Know to Maximize Your Selling Price!

1. **Furniture Location:** do not put furniture against a wall. Try to create an airy feeling and leave some space to walk around in the room.
2. **Rugs:** do not use small rugs. An area rug should be large enough to fit beneath all the legs of your furniture or it may detract from the eye catching features of the room.



3. **Hanging Artwork:** owners usually hang art at eye level. This can be confusing since people are different heights. Try doing what art galleries do, hang the artwork so the center of the piece is 57" from the floor.

4. **Lighting:** instead of depending only on overhead lighting that can lead to unpleasant shadows, add layers of light with a floor lamp, a couple table lamps and possibly an accent light on a piece of art.

This will produce pools of light, a hallmark of a well designed room.

5. **Paint Colors:**



A. Dark brown walls are disliked by most buyers and are responsible for a home selling for a lot less.

B. Slate-Dark Gray: although light gray or dove color is a very popular choice, dark gray is a turn off and will hurt the selling price.

C. Terracotta (Red-Brown): stay away from all orange hues, they will date your home.

D. Eggshell or Off-White: this color leads to mixed emotions because some spaces look good with various shades of white. White kitchens were very popular in the past but in the last few years they have become not as desirable. However, white is becoming more common again and an even more popular alternative is a wheat yellow or a light gray. White looks better in a room with natural light rather than a small, dark room.

*Wishing you all a
fabulous fall!*



**Williams Team
Larry, Celeste & Jordan**

P.S. Our newest sales specialist is Jordan Boulton. She has been with us for approximately one month now and is doing a fantastic job. She has really impressed us with her ability to help and communicate with our buyers and renters. I am sure many of you will have a chance to work with her and make your own decision on her communication skills. We truly welcome Jordan as part of our team!

1023 GREENTREE, BLOOMFIELD TWP. 48304

\$649,900



Exceptional 4 BR Unique Brick & Glass Contemporary Home in the Woods. Custom, light filled home & sunrm that is an architectural gem w/ flexible open flr plan, you must see this house! Completely renovated since 2012, has new roof, remodeled bthrms w/ designer vanities, new kitchen w/ extra-long granite countertops, 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 & meditation rm, great rm & family rm. Home includes 2 gas fireplaces & Lg 2 Car Garage. Outside you will enjoy the up north feeling of nature at its best w/ towering canopies of live oak trees while sitting outside or from your all glass sunrm & best of all, Bloomfield Hills Schools. Motivated Seller!



For Further Information Call:

Larry Williams

248-917-2323 Cell

248-651-1200 Office

asklarrywilliams@gmail.com

larrywilliamshomes.com