



**Sharon Cardwell**  
REALTOR®

***“Knowledge. Experience.  
Dedication.”***

Dear Friends:

It’s almost official—for on the 21st of this month we’ll enter the “Summer of 2010.” So let the race begin for those families looking to get settled into a new home by the time school starts in a few months. If this includes you--you’ll want to check out this website: [www.greatschools.org/](http://www.greatschools.org/) Just drop in a zip code and up comes a comparison of schools in that area. It’s very interesting. But for a more comprehensive look at many of the important details of any neighborhood you’re considering, call me. I have a myriad of resources available at my fingertips and can offer you an in-depth look at any neighborhood.

One of the great pleasures of being in this business is the ability to provide clients with resources and information that makes their decisions not only easier, but smarter. If you’re thinking of making a move, call me and let’s talk it over. After all, before you know, the winds of time will be turning our green leaves to red and gold.

**Have a Wonderful Summer!**

*Sharon*

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**DEADLINE FOR ORDERING THE JUNE ISSUE:**

**5:00 p.m. MONDAY • MAY 17**

**QUESTIONS? Call Brett Koller at 303-567-6677  
Or e-mail: [info@RealtyResourcecgd.com](mailto:info@RealtyResourcecgd.com)**



## COLORADO REAL ESTATE News & Views

NEWS AND ARTICLES OF INTEREST TO THE COLORADO HOMEOWNER

If your home is currently listed for sale, this is not intended as a solicitation.

JUNE 2010

### The Fine Art of Negotiating Helps Buyers and Sellers

Inventory along the Front Range will continue to be plentiful throughout the upcoming summer, so what does that mean for buyers and sellers? For sellers this means strong competition from other neighborhood homes on the market. Assuming that the seller has properly priced the home and has done a stellar job of sprucing up the home, the ability to negotiate with a prospective buyer can make the difference between a rejection and a sale.

For example, if a seller is having a difficult time selling their home, and it has been determined that price and condition are not factors, smart sellers may want to consider negotiating with other commodities such as:

- A closing date that is more agreeable to a prospective buyer.
- Appliances, window treatments, furniture or playground equipment prospective buyers seem to like.
- A decorating allowance for carpet, wallpaper, paint, landscape, etc.
- An offer to pay for all or a portion of certain closing costs such as loan origination fees, or property inspection fees.
- A reduced amount of earnest money required.

Buyers can also benefit by recognizing the importance of negotiation skills. For example,

a seller may not be willing to lower their price, but they may be willing to toss in some of the same items just mentioned. Also, offers with few conditions, or only short-term conditions, will be far more attractive to the seller than an offer that might first require the sale of the buyer’s existing home.



Negotiating the way through a series of minor concessions to the closing table requires skill and finesse. One of the skills required is to be emotionally detached from the transaction: something that’s

extremely difficult for buyers and sellers to do. Fortunately, this is an area in which having a real estate pro by your side is of tremendous help in achieving your goals.

There are many services that a real estate professional brings to the table, and my ability to successfully negotiate is one of the more subtle yet powerful of these skills. The fine art of negotiation can make a deal come together that might otherwise have fallen apart. It can also generate options for buyers and sellers that have real value to both, and can possibly save thousands in the overall transaction costs. So if you’re giving thought to jumping into our market as a buyer or seller, call me and let’s talk about your goals and what I can do to help you reach them in the coming months.

**JUNE 2010**

## NewsBriefs

▼ The National Association of Realtors (NAR) reported that existing home sales rose in March to a seasonally adjusted annual rate of 5.35 million units, up from the revised rate of 5.01 million in February. Sales year-over-year were up 16.1%. Home buyers raced to get a tax credit that expired in April. Home resales have been above year-ago levels for nine straight months. The tax credit "has been a resounding success," stated NAR chief economist Lawrence Yun. "This is preserving perhaps \$1 trillion in largely middle class housing wealth that may have been wiped out."

▼ In Colorado, one out of every 134 households was in some stage of foreclosure during the first three months of the year, very close to the national average of one out of every 138 households, according to the report by RealtyTrac, an Irvine, Calif.-based company that collects and sells foreclosure data. Several years ago, Colorado was routinely

listed in the top three states as far as foreclosures, a dubious title it no longer holds, as other states such as California, Florida and Nevada have seen foreclosure rates skyrocket.

▼ As of Thursday, April 22, 2010 (Earth Day), contractors working on homes built before 1978 must prove that they are following the Environmental Protection Agency's new rules regarding containment and cleanup of lead paint – or face fines of up to \$37,500 a day. The new regulation requires painters and renovation contractors to be trained and certified in EPA-approved lead-paint management methods.

▼ Moody's Economy.com recently classified several Colorado cities as experiencing a recovery. The cities names were: Boulder, Denver/Aurora/Broomfield, Fort Collins and Pueblo. The report listed Colorado Springs, Grand Junction and Greeley as still being "in recession" mode. While big chunks of the Midwest and South are recovering, much of the Northeast and West are still mired in recessions that are easing in severity.

## Setting the sales price in our Front Range: Four factors that can sideswipe your sale

Your home may be your castle, but as strangers traipse through your sanctuary, chances are they don't see things quite the way you do. The fact is that it's extremely difficult for homeowners to emotionally detach themselves from the property and become reality-based when it comes to setting a sales price.

With that in mind, let's look at four false factors that many sellers apply when determining the listing price of their home.

• **You can recoup your decorating dollars.** The truth is that it doesn't matter how much you paid to have those walls faux painted. Chances are the prospective buyers are wondering how much it will cost to repaint the walls. If you are hoping to recoup any remodeling dollars, it will depend on the project and the workmanship. A shoddy remodeling project will actually diminish the value of your home.

• **Your current mortgage balance helps determine what you will ask.** Wrong again. What you owe and what your home is worth today are not at all related.

• **You need to cash out with a certain amount in order to get into your replacement home.** Again, the reality is that the buyer doesn't care what you need. Buyers today have access to resources that will tell them if the

home is properly priced. Padding the price will do little except to help generate a faster sale for other area homes.

• **You can get as much or more than other neighborhood sales.** Setting the proper price does factor in recent area sales. However, no two homes are alike, so it's important to compare apples to apples. One home could have features you aren't aware of which would substantially increase its value over yours, such as a finished basement.

Establishing the true value of a home is a combination of science and art. While technology aids in providing us with facts and figures, the "art" aspect of pricing a home is where a real estate professional provides valuable assistance. Knowing how to weed out the unnecessary, unreliable information, smell trouble brewing before it derails a transaction, and how to create an individualized, comprehensive marketing program to sell a home is a valuable aspect of working with a real estate pro. But the bottom line is this. It's important to remember that although you'll be furnished data on sales figures for comparable area sales and help analyze those stats to arrive at a suggested listing price, the decision about how much to ask for your home is always up to you.

## COLORADO CORNER

### Origin of Denver's Downtown Street Names

You may not live close to the downtown Denver area, but even if you occasionally visit the area you're undoubtedly aware of the 16th Street Mall. In the summer, a stroll down the mall, day or night, is a delightful event filled with plenty of exciting things to see and do.

Now think about the name for a minute. What's the origin of those numbered street names? Well, here's the answer.

By 1873, long after the two towns of Denver and Auraria had joined forces, the city of Denver began enacting a long series of street naming reforms that has resulted in the street naming system we enjoy today. At that time, the city chose the intersection of the Platte River and Colfax as the point of ori-

gin for street names. Sixteenth Street (the Mall) is therefore 16 blocks from where Colfax intersects the Platte River.



What about all those other names downtown? Basically, Denver's main streets were named after early founders of the city and those who had signed on as members of the Denver City Town Company. They can be thought of as friends of William

Larimer, Denver's founder. What about California Street? It's meant to honor the '49ers of the early gold rush era.

For a detailed story on the street system of Denver, check this out this web site:  
[http://en.wikipedia.org/wiki/Street\\_system\\_of\\_Denver](http://en.wikipedia.org/wiki/Street_system_of_Denver)

### It's tornado season. Do you know what to do?



Call or e-mail for this free report:  
"Surviving Colorado's Tornado Season"

Here are just a few things you'll discover:

- The difference between a watch and warning
- The safest things to do at home or in a car
- The proper way to report damage for insurance
- Myths vs Reality of tornados

Use the phone or e-mail numbers shown on the front and back of this newsletter.

Call or e-mail for this FREE June Homeowner Report!



## GREEN IDEAS FOR THE COLORADO HOMEOWNER

### No-cost and low-cost ways to have a green, clean home

Going green doesn't have to cost a fortune. In fact—many green actions are free. Here are three ideas to think about this spring.

#### Leave the toxins at the door

Imagine what's on your shoes at the end of the day. Bringing that oil, antifreeze, animal waste, particulate pollution, pollen, and who knows what else into the house is not good news, especially for kids and other critters that spend time on floor level. Keep the sidewalk out of your home with a good doormat or a shoeless house policy. Less dirt also means less sweeping, mopping, and vacuuming, which means less work, water, energy, and fewer chemicals.



#### Clean your indoor air naturally

Skip the store-bought air fresheners and instead try boiling cinnamon, cloves, or any other herbs you have a fondness for. Fresh chocolate chip cookies also have been known to create a friendly aroma. Also, plants may

not make your house smell different but are good for filtering interior air. Pretty much any broad green leaf plant will do. Peace Lilies are a favorite choice of homeowners.

Baking soda not only removes those strange smells coming from your fridge, it's also a great odor-eliminator for your carpet. Just sprinkle on a little baking soda to soak up some of those odors and then vacuum it up.

#### Avoid poor indoor air quality

It is not uncommon for the air inside a home or office to be more toxic than the air outside. This is because of the presence of toxic materials and substances and the fact that homes and buildings are better insulated than ever before. Keeping windows open as often as possible allows fresh air in and keeps toxins flowing out. This is especially important when cleaning your home. So open those windows whenever possible, and bring that Colorado fresh air inside.

## Random Thoughts

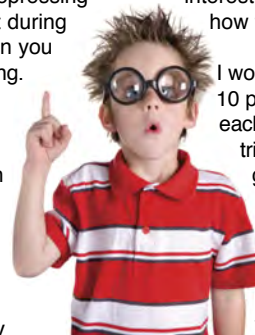
I think part of a best friend's job should be to immediately clear your computer history if you die.

I have a hard time deciphering the fine line between boredom and hunger.

Nothing's more depressing than that moment during an argument when you realize you're wrong.

Obituaries would be a lot more interesting if they told you how the person died.

MapQuest really needs to start their directions on #5. I'm pretty sure I know how to get out of my neighborhood.



I would rather try to carry 10 plastic grocery bags in each hand than take 2 trips to bring the groceries inside.

How the heck are you supposed to fold a fitted sheet?

I'm always slightly terrified when I exit out of Word and it asks me if I want to save any changes to my emergency paper that I swear I did not make any changes to.

You never know when it will strike, but there comes a moment during each day when you know that you just aren't going to do anything productive from that point on.

How many times is it appropriate to say "What?" before you just nod and smile because you still didn't hear or understand a word they said?

Shirts get dirty. Underwear gets dirty. Pants? Pants never get dirty, and you can wear them forever.

Bad decisions often make for really good stories.

"Do not machine wash" means I will never wash this--ever.

**Q** At 10,430 feet, it's North America's highest incorporated city. Summer temperatures rarely go over 80 degrees, and there are more than 20 miles of ghost-town territory to explore. Name this Colorado town.

## Co. Real Estate Trivia

Leadville. Visit <http://www.leadville.com/> for things to see and do this summer in this historic Colorado town.

**A**

## Are you ready for tornado season in Colorado?

Colorado homeowners are no strangers to Mother Nature's wrath. Last summer we experienced the state's second most costly storm season with more than \$617 million in insured losses to homes and cars resulting from a series of summer hail and wind storms. In fact, we're now in the midst of a tornado season that started early this year with an April 24th spring storm that brought a wild mix of rain, snow and tornadoes to the Front Range.

June has been a dangerous month for Colorado homeowners. It was ten years ago this month, in June 1990, that the Limon Tornado caused \$25 million in damages with 117 homes and 23 businesses destroyed. And

just last year this month, a series of five tornadoes struck the Front Range.

Most tornadoes in Colorado occur between May through mid-August with the majority (75%) occurring between noon and seven in the evening. The storms generally move from southwest to northeast. The peak season is somewhat smaller with two thirds of tornadoes developing between May and June. Compared to other states, Colorado ranks number 9 for frequency of tornadoes.

As Colorado residents, it's important to understand the destruction tornadoes can bring. It's even more important to be prepared when a tornado is heading your way because a little preparation and knowledge can save your life.

For example, do you know the answers to

these questions about tornado safety?

- Should you stay in your car or look for cover?
- Will opening the windows of your home lessen the effects of a tornado?
- What supplies should you have on hand in your emergency kit?
- Where's the safest place to be in your home?
- What's the difference between a "watch" and a "warning" and what should you do?
- What's the first thing to do if your home is damaged by a tornado?

The answers to these and other questions can be found in the June Colorado Homeowner's Report: "Surviving Colorado's Tornado Season." It free--just for the asking. So call or email and request this life-saving information that can be mailed or emailed to you.



# Perspective

The pessimist sees difficulties in every opportunity.

The optimist sees the opportunity in every difficulty.

When you're ready, allow my knowledge, expertise and determination to take you to new heights of success with your real estate goals.

*Sharon*



## SNAPSHOT OF MY BUSINESS PHILOSOPHY:

Recognize the uniqueness of every client, and create a customized plan to match their individual needs.

YOUR BUSINESS AND REFERRALS ARE GREATLY APPRECIATED.



*Sharon Cardwell*

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