



PARK PLACE HOMES

Winter, 2011



Carol Park Times

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8:30am - 6:30pm

Tuesday, Wednesday, Friday

8:30am - 5:00pm

Saturday

10:00am - 2:00pm

Sunday by appointment

Sign up for E-News!

Carol Park Times is sent out to over 600 clients and friends on a monthly basis. If you have an email address and would much rather receive your mailing via email, please contact us at sold@carolpark.com.

For more information on our listings visit www.ParkPlaceHomesOnline.com

Making that First Impression

By Dan Steward

RISMEDIA, January 10, 2011 — When getting a home ready to be put on the market, it is crucial that home sellers understand the importance of making a good first impression. While many sellers become overwhelmed with the amount of changes they think must be made before their home is listed, there are only a few areas that really matter.

People decide within 30 seconds of walking into a home whether they might want to buy it, so it's crucial to make a great first impression. But nobody wants to overspend on anything these days, so it's important to spend only on those things that really matter.

Based on our experience working with thousands of realtors across the country, here is a check list that you can use with your clients that will make their homes more likely to sell and garner better prices:

Curb appeal. While people spend lots of time on details inside the home—to the point of, perhaps, baking cookies to create a welcoming aroma—too few focus on the real first impression: How the house looks as prospective buyers step out of their car.

Spending a little money on gardening can remove impediments, such as overgrown foliage. The effort can also brighten a home's appearance and make it much more welcoming. A bit of gardening can help paint a scene, so possible buyers can see their kids playing in the yard or can imagine sitting outside in the evening with a glass of wine.

A survey by HomeGain found that spending \$400 to \$500 on fresh landscaping can add almost \$2,000 to the price of the house.

What's the condition? Conversely, not making repairs can cut the price of the house. The issue can be partially addressed just through eyeballing. Sellers should look for cracks, damaged paint and so on, trying to imagine the impression that buyers will have.

Sellers should also commission a home inspection, so they have their own view of the state of their home, before the buyers' inspector begins aggressively looking for problems. Sellers who have their own report are better able to push back both about the extent of any issues and about the likely cost of fixing them.

Even if buyers aren't turned off entirely by what they see as disrepair, they typically ask for \$2—\$3 off the price for every \$1 of repairs that they perceive are needed, so it's crucial for sellers to know that, say, the roof needs to be replaced. That way, the sellers can spend the \$5,000 themselves rather than face a buyer demanding \$15,000 off the price of the house.

Finding the right assistance. There are loads of services that help with staging, repairs, and so on—so many, that clients are often confused about which to use. Realtors often provide their expertise here and refer clients to businesses. That approach works great for many, but some want assurance. That's relatively easy to provide these days, based on a little checking on search engines. Clients should also be encouraged to post queries on their Facebook pages, asking friends both to suggest businesses to use as business to avoid.

Sponsored by Lowe's

The Dow Corning Tennis Classic



Opening Ceremony



Tennis the Menace



Perfect View



Tennis Friends



Awesome Doubles

The Midland Community Tennis Center, "Voted best Tennis Town USA." hosted the Dow Corning Tennis Classic. This February, I spent several evenings that week engrossed in watching world class women's tennis. Over 15,000 fans experienced the quality performance and sportsmanship of young ladies from around the World. I admire the dedication of these professional women tennis players who are travelling for months perfecting their game and going for the win. To achieve the dream of being number one or performing your personal best is a goal they are all striving for. It is such a feeling of confidence when you meet that dream. What are you working toward? Write it down and see the results start to happen.

By Carol Park

"Could we change our attitude, we should not only see life differently, but life itself would come to be different."— Katherine Mansfield

Tidbits of Inspiration

By Thomas Simonetti — Midland Daily News

Deciding on what color or colors to paint a room may be the most difficult task in the entire makeover process. Here are some tips from HGTV.com that may just inspire the artist in you:

- Start by choosing a favorite color from a piece of art, a rug, a dish or an accessory in the room as the main or accent color.
- Think about the mood you want to create in the room—calm or dramatic? Social or formal? Energizing or relaxing? Soft cool neutrals will create a quieter mood, stronger colors will create drama, and warm, contrasting colors are sociable.
- Pay attention to the lighting in the room when choosing a color—natural daylight shows the truest color, incandescent lighting brings out warm tones, and florescent lighting casts a blue tone.
- Test your color choice on a large area of a wall without being afraid to use colors or combinations of colors that are out of your comfort zone. Most stores now sell small paint samples that are reasonably price.
- Use decorative finishes to transform dull walls with texture and broken color, metallic finishes, flecks of gold, pewter or bronze, or glazes that add depth.
- Walk into another room to see how the walls interact, keeping that interaction in mind as you choose colors.
- Play with the color wheel to find complementary colors that work together or whole new combinations that appeal to your senses.
- Create a monochromatic scheme by using closely related colors. Use a warm or cool color as an accent, or white or off-white for a more striking look.
- Choose different paint finishes for the same color to add contrast, using an eggshell finished for a wall and a semi gloss finish for the trim.

Fast Fact

According to the American Cleaning Institute's recent survey, 60 percent of American will engage in spring cleaning. Among their top reasons to clean: decluttering and eliminating allergy triggers.

Do you know anyone who.....

- Owns a duplex and are ready to sell?
- Has waterfront property on Sanford Lake over \$200,000 to sell?
- A home to sell in Midland High School district between \$250,000—\$310,000?
- A home to sell in the city of Midland under \$70,000?

Carol has clients who are looking at for homes to buy. If you know someone who has a home that fits for these buyers, let Carol know by contacting her at sold@carolpark.com or at the office 989.698.1100 or her cell 989.205.2114.

Save the Date

Lights, Camera, Action

Benefit for Make-A-Wish Foundation of MI

Friday, May 13th 6:30 PM—12:00 PM, Valley Plaza Resort
\$50.00 Per person includes dinner, drinks, raffles, an auction and music by CP2

Current Listings - Call for a Showing Today!



5306 Plumtree
\$310,000
4 bedroom ranch



4905 Amberwood
\$229,000
4 bedroom two story



3471 Greystone
\$209,500
3 bedroom two story



4914 Natalie
\$184,500
3 bedroom two story



4820 E. Wackerly
\$160,000
3 bedroom ranch



455 E. Baker
\$160,000
2 bedroom farmhouse



4410 Swede
\$159,900
4 bedroom 2 story



208 Hunters Ridge
\$159,900
4 bedroom tri-level



5112 Cortland
\$137,750
3 bedroom ranch



613 Simons
\$135,000
3 bedroom ranch



713 N. Center
\$80,000
3 bedroom double
wide

Vacant Land

S. Sandow Rd. — \$22,000 — Want to build a new home? This is the perfect building site just a few minutes away from downtown Midland, located in Homer Township south of M-20. Midland Schools & city water at the road.

N. Seven Mile—\$23,000 — Homer Township: Building site with wooded land. Dimensions are 165' x 657'. Enjoy the area with Bullock Creek Schools, and city water at the road. Located north of M20.

E. Hubbard—\$59,9000 — Larkin Township! Building site with 5 acres of gorgeous wooded land. Midland Schools and city water at the road. Located between Waldo and Jefferson on the south side.

Commercial Listing

413 Burgess — \$120,000 — Investment opportunity for former catering building. Great location, close to Dow Chemical, Dow Corning and the new battery plant. 1664 square feet and built in 2000.

Ham & Cheese Omelet Roll

by Carol Staples

- 4 oz. cream cheese, softened
- 3/4 cup milk
- 2 T. flour
- 1/4 t. salt
- 12 eggs
- 8 oz. ham, finely chopped
- 6 oz. Swiss or cheddar cheese, shredded
- 1/4 c. green onions with tops, thinly sliced
- 2 T. Dijon mustard

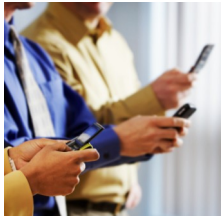
Preheat oven to 375 degrees. Combine cream cheese and milk; whisk until smooth. Add flour and salt; whisk to combine. In another bowl, gently whisk eggs until blended. Add cream cheese mixture and mix well. Cut an 18 in. long piece of parchment paper. Press into bottom and up sides of a jelly roll pan. Pinch corners to prevent egg mixture from running under parchment paper. Pour egg mixture into bottom of pan. Bake about 20–25 min. or until egg is puffy and golden.

Remove omelet from oven; immediately spread with mustard. Sprinkle with half the cheese; top with ham and green onions. Sprinkle with remaining cheese. Roll up jelly-roll fashion. Let stand 5 min. to allow cheese to melt. Slice into wedges. 8 servings.

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twitter.com/parkplacehomes or

Our blog at:

<http://parkplacemovesmidland.com>

In Home Personal Trainer

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ONE ON ONE SESSIONS

(989) 488-9761



Tori Wingard
Certified Personal Trainer



MIKE THURSTON
OWNER

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