



# THE BEASLEY TIMES

**RODNEY BEASLEY**

BROKER-OWNER, GRI®  
Cal BRE Lic. #01702135  
rodneymasley@beasleytimes.com

**NANETTE BEASLEY**

RESIDENTIAL SALES SPECIALIST  
Cal BRE Lic. #001782585  
nanettebeasley@beasleytimes.com

Get up to date Real Estate information and view our listings at our website

**www.beasleytimes.com**

**800-640-0509**



*"Real Estate information you can use, friends you can trust"*

## THIS IS THE YEAR TO SELL!

If you have been sitting on the fence about selling your home, it might just be time to hop off. Now. To put it in other terms: 2017 is poised to be the year of the home seller, real estate experts say. So what are you waiting for?

A combination of factors is coming together to make 2017 a prime seller's market for most of the nation. Here is what is driving it:

### **Reason No. 1: Mortgage rates are still low**

It is all about rates. Low mortgage rates translate to lower monthly payments. Lower payments entice buyers, which is good for sellers.

Although mortgage rates have been ticking up since mid-October to slightly over 4%, the rates for a 30-year fixed mortgage—the most popular home loan—are still hovering near 30-year lows. For now. "We expect them to hold at this (4%) level for a while and continue to adjust up," says Danielle Hale, managing director of housing research for the National Association of Realtors®.

What if you are nowhere near ready to put your house on the market? That is okay. Even if rates nudge up by the end of 2017, they are still expected to be low enough to seduce buyers. The tipping point is when rates reach 5%, experts point out. That is when they could put the brakes on the robust real estate market. The consensus is, if rates go above 5%, we are going to see home prices come down.

### **Reason No. 2: Inventory is shrinking**

Remember in Econ 101, when you learned that low supply and high demand lead to rising prices? The same is true—in spades—for residential real estate. When inventory shrinks, available homes become more valuable.

Let us put it in perspective: In 2007, just before the housing crash, existing home inventory peaked at 4.04 million homes for sale, per NAR data. Fast-forward to November 2016: There were only 1.85 million homes for sale, 9.3% lower than the year before—and a whopping 54% lower than the 2007 peak. In short, sellers have less competition.

Not only are there fewer homes for sale, but the time those homes have spent on the market has decreased year-over-year as well. If priced correctly, the typical home should move quickly.

Sometimes just the thought of having to prep a home for showings and keeping your house 'show ready' is too daunting. With today's fast-moving inventory sellers can deal with less of this potential stress.

### **Reason No. 3: Home prices are rising**

Lower inventory and greater demand have pushed up home prices. The median existing-

*Continued on Page 3*

## *Vacation Peace of Mind*

It is the start of vacation planning season! Before you pack up to leave on your getaway, be sure to take care of the most important asset you will be leaving at home - your home itself.

**1. Stop the mail.** Home safety experts agree: a stuffed mailbox is a sign of an empty home. Go to [holdmail.usps.com](http://holdmail.usps.com) to see if this service is available in your area. You should also put newspaper and package delivery on hold.

**2. Turn off water and gas.** If a water or gas leak occurs while you are not there to address it, the emergency could cause significant damage to your home.

**3. Adjust the thermostat.** You do not need to spend money to heat or cool your home to a comfortable level when you are not there to enjoy it.

**4. Put lights on timers or sensors.** A well-lit home looks lived-in and is less appealing to burglars.

**5. Prep your kitchen.** Go through the refrigerator and pantry and throw away any food that could go bad while you are away. Unplug all small appliances like the coffee maker, toaster ovens, food processors, etc.

**6. Power down electronic devices.** Items like computers, TVs and phone chargers all draw power while plugged in, even if they are not switched on.

**7. Secure the garage.** This is especially important if your home has an attached garage with direct access into your home. ♦

## INSIDE THIS ISSUE

**THIS IS THE YEAR TO SELL!**

**TIPS FOR PAINTING A STATEMENT ACCENT WALL**

**TIME-TESTED SECURITY**

---

# ASIAN GRILLED SALMON

---

*As the weather warms up, venture outside to the grill for a fabulous fish dinner.*

## **Ingredients**

1 side fresh salmon, boned but skin on (about 3 pounds)

For the marinade:

2 tablespoons Dijon mustard

3 tablespoons good soy sauce

6 tablespoons good olive oil

1/2 teaspoon minced garlic

## **Directions**

Light charcoal briquettes in a grill and brush the grilling rack with oil to keep the salmon from sticking.

While the grill is heating, lay the salmon skin side down on a cutting board and cut it crosswise into 4 equal pieces. Whisk together the mustard, soy sauce, olive oil, and garlic in a small bowl. Drizzle half of the marinade onto the salmon and allow it to sit for 10 minutes.

Place the salmon skin side down on the hot grill; discard the marinade the fish was sitting in. Grill for 4 to 5 minutes, depending on the thickness of the fish. Turn carefully with a wide spatula and grill for another 4 to 5 minutes. The salmon will be slightly raw in the center, but do not worry; it will keep cooking as it sits.

Transfer the fish to a flat plate, skin side down, and spoon the reserved marinade on top. Allow the fish to rest for 10 minutes. Remove the skin and serve warm, at room temperature, or chilled. ♦

Beasley Times Realty now serving  
Southern, Central, and Northern CA.

*When it's time to sell or to  
buy, you can count on  
Beasley Times Realty.*

**THE BEASLEY TEAM**

www.beasleytimes.com \* 800-640-0509

## Tips for painting a statement accent wall

You have just purchased your new home and you are exploding with excitement to get started on renovations, upgrades, and painting projects.

After much consultation and research, you have decided to paint a bright, festive accent wall in your living room to instantly add some pizzazz to the boring white walls. However, before you grab your paint and go to town, check out these important tips and tricks for creating the perfect accent wall!

Painting is one of the easiest and most inexpensive ways you can update or change a room while still creating impact. However, when it comes to more precise painting projects, like tackling an intricate accent wall, you need more than just a can of paint, primer, and a brush! A well-done accent wall can quickly, easily, and cheaply turn a room from drab to fab!

### **Pick your wall**

Just like painting is not as easy as slapping some color onto a wall, choosing your wall should not be done blindly. You want to pick a wall that is a focal point of the room. For example, when you walk into the room, where do your eyes take you first -- the wall behind the fireplace? The wall next to a giant window? That is the wall you want to accentuate. It is usually best to choose a wall that has some architectural charm to it, like one with a fireplace, built-in bookshelf, or a large window.

When choosing your accent wall, it is also important to consider your plan for decorating the room. Do you have a lot of oversized paintings, ornate mirrors, or decals you want to use on adjoining walls? If so, creating a bold accent wall and decorating with those pieces will create a cluttered, busy look. If there are no decorations on the surrounding walls, it will make your accent wall the main focal point.

### **Choose your design and/or colors**

If you are planning on painting a solid color, choose one that is slightly deeper, more vibrant or darker than the other walls. If the other walls are a beige, the accent wall can be a deeper red or dark blue, depending on your overall color scheme. This not only makes it stand out more and creates more of a focal point, it adds a nice contrast when you are looking at the room head-on. However, each color isn't just that color alone. For example, blue is not just blue, it is made up of green and yellow. So if you have a pale green wall and want to accent one side of it, a deep blue may clash. To find the right color, go to a home store or a paint supply store and ask for paint swatches in an array of different colors. That way, you can hold up the swatch to the wall and find the color that complements perfectly.

Feeling more artsy and want to create a more dramatic look, like the beautifully stenciled accent wall? Simply find a stencil that is large enough to fit your entire wall. If you cannot find one large enough, simply buy a few of the same stencil and layer them up. Place the stencil over the wall and using a smaller, more precise brush, paint inside the lines of the stencil using your accent color. Then carefully remove the stencil and let dry. You can do touch-ups then too.

### **Decorate wisely**

After your wall is painted, primed and dried, it is time to start decorating! You certainly do not have to decorate your accent wall, especially if it is the wall behind a large fireplace, bookshelf or other statement architectural piece. However, if you have just painted a wall and want to add decor, find a theme and stick with it. Too many clashing colors, whether these are frames, prints, or artwork, will take away from the color of the wall. For example, just add a few prints in the same color scheme and cluster them. The look is polished, simple and still creates a statement. ♦

# THE BEASLEY TEAM

www.beasleytimes.com \* 800-640-0509

rodneymarbeasley@beasleytimes.com \* nanettebeasley@beasleytimes.com

- A free market evaluation of my property.
- I'm interested in buying a home.
- Purchasing investment property.
- Giving you a referral.

- Now
- In three months
- I have a question for you.
- Enter me in this month's drawing for:  
**\$250.00 Summer Wardrobe Gift Card (5/26/17)**

Name \_\_\_\_\_ Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Telephone \_\_\_\_\_ / \_\_\_\_\_  
E-mail \_\_\_\_\_

This newsletter is for information purposes only and nothing herein is intended as advice. It is not intended as a solicitation if your home is currently listed with a broker. It is not our intention to solicit the offerings of other real estate brokers. We are happy to work with them and cooperate fully. All information deemed accurate but not guaranteed. Information in this newsletter may be obtained, in part or whole, from N.A.R., C.A.R., or other related sources. An Equal Opportunity Company. Equal Housing Opportunity. Some offices independently owned and operated. Contest is void where prohibited by law or regulation. Printed in the U.S.A., Copyright 2017, The Marketing Advantage, 1-800-655-6611.



## TIME-TESTED SECURITY

The year 2016 was devastating for some safe deposit box holders. In New York, thieves cut holes in the roofs of three banks and brazenly emptied hundreds of safe deposit boxes, leaving the victims' pillaged boxes on the roof and strewn around the vault. A stealthier thief in Florida picked safe deposit boxes in several banks, emptying the contents without damaging the box or leaving any visible sign of the theft.

These are not isolated incidents. On average, there are between 15-18 robberies or burglaries involving bank vaults every year, according to the FBI. Millions of dollars of jewelry, cash, gold, and family heirlooms are stolen, leaving devastated box holders dealing with unrecoverable losses.

**Still the safest** - Despite these occurrences, law enforcement agencies, FEMA, the American Red Cross and AARP all recommend safe deposit boxes to store valuable items, heirlooms, and documents. A safe deposit box in a vault is superior to home storage even with a safe. Why? Because a residence is almost 20 times more likely to be robbed than a safe deposit box in a bank. And with rental costs starting at around \$30 a year, safe deposit boxes remain one of the best values offered by a financial institution.

**Required step** - Today, most people who rent a safe deposit box assume the bank or a federal agency insures the contents. This is not true, and unfortunately, too many people learn this the hard way.

A standard homeowners policy provides limited coverage for some items in a box, but excludes losses from flood and other risks. They may also have a high deductible.

Specialty insurance designed to cover and protect everything inside of a safe deposit box - including cash, gold, and important papers such as wills, titles, deeds, photos, and digital backups, is now available. There is no deductible and risks such as terrorist attacks, hurricanes, and earthquakes are covered.

And because you do not need to identify what is stored inside the box to obtain coverage, you can maintain your privacy.

**Protect yourself** - Clearly, there are events that no vault or safe deposit box can protect against. However, there are steps you should take. Safe Deposit Box Insurance, LLC (SDBIC), the leader in protecting valuable assets in secure boxes, has developed a secure storage quiz on secure storage options.

So, despite there being some high-profile break-ins, a safe deposit box is still the best place to store your documents, family heirlooms, and other valuables. But because nothing is 100 percent foolproof, it is important to do your research, select the right bank, and insure the contents of your box through SDBIC. ♦

(Continued from page 1)

### This Is The Year To Sell!

home price in November 2016 was \$234,900, up 6.8% from November 2015, when it was \$220,000, according to the NAR. And that is no fluke. That was the 57th consecutive month of year-over-year gains.

Higher prices particularly benefit the seller whose property value plunged during the recession, sometimes to less than he owed. Thanks to rising prices, many homeowners whose property was underwater can now sell without suffering a big loss.

This year presents itself as a rare 'balanced market' for buyers, because even though mortgage rates are edging up, many sellers have recovered enough equity to be able to afford to sell.

#### Reason No. 4: Job markets are stronger

As unemployment decreases and wages a beginning to increase, consumer confidence will climb. Increased confidence will spur buyers to jump into the market—which is, you guessed it—more good news for sellers.

These things are all connected. If people are confident, they are more likely to buy those big-ticket items, such as houses and cars. Even the consumers who are not buying big-ticket items can help reinforce the economy by spending more money. All of this creates a positive spending cycle.

The only 'bad' news for sellers

If you sell your home today, you mostly likely will buy another. Then, all the economic factors that worked in your favor as a seller will work against you as a buyer.

The take-home lesson: Don't wait, because mortgage rates won't.

There are opportunities for a seller-turned-buyer who wants to downsize in this market. The biggest potential win would come from locking in financing rate, as you may never see these rates again and likely that trade-off will work to your advantage. ♦

PLEASE  
PLACE  
STAMP  
HERE

*THE BEASLEY TEAM  
BEASLEY TIMES REALTY  
9513 Tortuga Del Mar Drive  
Bakersfield CA 93314*



*9513 Tortuga Del Mar Drive  
Bakersfield CA 93314*



*THE BEASLEY TEAM*

H

*The Beasley Team would like to thank  
everyone who has joined the  
Next Door Camden Cove. If you have  
not joined this valuable site go to*

[nextdoor.com/join/xxxspn](http://nextdoor.com/join/xxxspn)

 **Nextdoor**

**THE BEASLEY TEAM**

[www.beasleytimes.com](http://www.beasleytimes.com) \* 800-640-0509

**WARM UP  
YOUR SUMMER  
WARDROBE**

**ENTER TO WIN A \$250.00  
SHOPPING MALL GIFT CARD**

Prize to be awarded by a drawing of all entries. Drawing to be held **May 26, 2017**. Winner need not be present. Odds of winning are 1 in 1,000. No cost or obligation to participate. Gift Card awarded where available. Cash may be substituted if prize cannot be purchased for any given area. ©Farm Net.

Congratulations to the winner of the \$500.00 D.I.Y. Cash...Martha Cerino!