



THE PERAL PRESS

Brought to you by Brettany & Brian Peralez

ThePeralGroup.com | (626) 272-0816



OCTOBER 2012

OUR PLEDGE

If you work with The Peral Group, I pledge that:

- We will keep you informed of the local real estate news so that you will always make wise decisions
- We will keep ourselves up to date with the best practices in real estate so you know that you will always get expert service
- We will keep ourselves up to date with the market in The Oaks so that you have the best chances of selling your home for the best price or making a smart real estate buying decision
- The Peral Group will be here to help you every step of the way to make your real estate transaction as worry-free as possible
- We will always put your best interests at heart - even if it means that now isn't the best time for you to buy or sell (We want to be your Realtor for the long term...not just for one quick transaction)

Sincerely,

THE PERAL GROUP

QUICK QUIZ

Each month I'll give you a new question for a new prize.

The winner will be picked from a pool of correct answers.

October's winner will win a \$25 gift certificate to the Derby Restaurant!

WHICH CITY IS KNOWN AS THE HALLOWEEN CAPITAL OF THE WORLD?

Just email me at Brettany@theperalgroup.com or call 626-272-0816 to submit the answer.

ASK THE AGENT: THIS MONTH'S QUESTION

WILL ENERGY UPGRADES HELP SELL MY HOME?

You've decided to renovate your house before selling. If it isn't already energy efficient, you might consider making energy efficiency a top priority. Here are some ideas for renovations that keep on giving: Before you decide on renovations such as finishing the unfinished basement, ensure your home is already solid and energy efficient. Remember the systems that make your whole house work.

Focus on ventilation, heating systems and water management. It may be money well spent to switch your conventional furnace to a more efficient induced-draft condensing model. If your home is older, your insulation probably is as well. Consider upgrading to highly efficient spray foam insulation. Ensure future buyers know how much you've invested in energy efficient renovations. It will help sell your home.

THE OAKS HOA NEWS YOU CAN USE

Homes for Sale in The Oaks:

231 W Foothill BL - \$1,880,000
1405 Rancho RD - \$2,990,000
1414 Carmelita PL - \$4,388,000

Home Pending Sale:

1400 Rancho RD - \$2,350,000

Each street in The Oaks has been assigned a street captain. Street captains will notify you soon and introduce themselves if they haven't already. Your street captain has volunteered and will work to implement community involvement in a variety of ways. Some ideas we have already heard about are household potlucks, neighborhood happy hour, craft idea days, and even neighborhood watch rotations.

As of now, your street captains have complimentary Santa Anita Racetrack Turf Club tickets. So please get in touch with your street captains to inquire!

If you are not sure of how to reach out to your street captain contact Ruth at marconibell@yahoo.com

WONDERING HOW MUCH YOUR HOME IS WORTH?

How has the price of your home changed in today's market? How much are other homes in your neighborhood selling for? If you're wondering what's happening to prices in your area, or you're thinking about selling your house, I'll be able to help. Just give my office a call for a no-fuss, professional evaluation. I won't try to push you into listing with me or waste your time. I'll just give you the honest facts about your home and its value. And maybe I'll also give you the "inside scoop" on what's happening in the housing market near where you live!

Just give my office a call at: (626) 272-0816 to arrange an appointment. Alternatively, stop by at the office. The address is on the back page of this newsletter.



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THE HUMAN VOICE WIELDS POWER: EVEN TODAY

The kids at camp who called their mothers nightly may have known more than their fellow campers thought. The human voice, like human touch, can act as a calming agent.

A 2011 University of Wisconsin study tested girls ages 7 to 12 who were given public-speaking assignments. Those who spoke to their mothers by phone or in person before the event had lower stress hormones than those who received email or texts or had no communication with their mothers at all.

In today's hyper-communicating society, giving the human voice its due may seem counter intuitive. But though the keypad may be mighty, it's also a weak substitute for the voice.

Why? The study suggests that texting removes the elements of pacing, tone and volume from communication. Emoticons are a poor substitute for the verbal cues that give words a meaning beyond the words themselves.

Unfortunately, many people spend the majority of their days communicating by computers and phones with little human interaction. Corporations have bought into the idea that regular tweets and status updates will build a support base among customers. They may be rethinking that approach. According to a study out of the University of Missouri, adding a human voice element to an organization's website can increase consumer satisfaction, building trust and commitment. As a result, many forward-looking companies are combining their online presence with a vocal presence. Good to know the human voice is still in business.

OCTOBER 14, 2012

THE ICE HOUSE
Anniversary Show
to benefit Hillsides!



- Silent auction (5:30 pm)
- All-star comedy (7 pm)
- Live auction & surprises!
- Tickets: 626/577-1894



COMMUNITY CHARITY

Hillsides is my favorite charity and each month I will give information on how you too could support this worthwhile non-profit which helps the most vulnerable children and families in our community.

To learn more please visit www.hillsides.org

WHY NOT PASS ME TO A FRIEND?

If you've enjoyed this newsletter and found its information useful, please pass it to a neighbor, friend or co-worker. And if you have any comments about it, don't forget to give me a call or send me an email!

Brettany@theperalgroup.com

WORTH READING

Does Having Choice Make Us Happy?

6 Studies That Suggest It Doesn't Always

By TED blog

Making decisions for yourself might not be all it's cracked up to be. According to an amazing talk by marketing professor Baba Shiv, sometimes it's a good idea to give up the driver's seat. Shiv's seemingly counterintuitive thoughts have led to a number of studies and research on choice, all trying to answer the question "Does having choice really make us happy?"

More: <http://tinyurl.com/c3lwjwq>

True Secret to Success (It's Not What You Think)

By Geoffrey James

Flexing this important emotional muscle is a key to lifelong success – but it's probably not what you're thinking. Gratitude is the answer to all your problems when it comes to success. It's important to program your brain to be grateful, even if you've had a bad day. That means training your brain to look for more reasons to feel grateful. Try flexing this muscle to see how it affects your life.

More: <http://tinyurl.com/cnzdxuy>
www.inc.com

How Being Polite Can Hurt Your Health

By Leslie Quander Wooldridge

We've always been told by our parents to respect our elders, keep our elbows off the table, and most of all...to be polite! But the final warning may not hold value any longer, at least not when it comes to our health. Being polite has been shown to cause harm in a number of ways – from forcing you to give in to peer pressure to over eating to please a host. Are you guilty of these polite faux-pas?

More: <http://tinyurl.com/cvmf6tu>



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FIVE DESIGN TRENDS THAT WILL HELP SELL YOUR HOME

Getting your home ready to sell? These 2012 design faves will give you that updated look buyers want...without the updated cost. Best of all, most of these ideas can go with you to your new home.

Colors

Paint is the least expensive and most effective way to update your home. And this year, it's all about bright colors. But use them with care. Painting your family room tangerine is a spot-on trend, but it may alienate buyers who can't imagine living with it.

Instead go for neutrals – soft grays are very current – and add punches of color. Cushions, art and accessories in a bright color will pull your room together in a very modern way. Be sparing; don't add more than two colors as accents, and make sure they play well together.

Pattern

Designers are using wallpaper in oversized paisleys and retro designs for accent walls, but even easily strippable wallpaper may turn off buyers. Demonstrate your pattern savvy in other ways. Try sta-

pling wallpaper to a large frame and hang it to get the feel – but not the permanence – of an accent wall.

Lighting

Many buyers will probably tour your home in the evening. So play with different levels of lighting to pick up its best features. For example: highlight crown molding with uplights and update the kitchen with trendy pendants. Bright white light works best for super-modern décor while yellow-based light makes traditional homes feel cozy.

Mirrors

Trendy mirrors add glamour to any room...and make it look larger. Hang a mirror opposite a window to bring the outdoors in.

Salvaged pieces

Reclaimed architectural pieces can make your home special. Visit salvage shops for old fluted columns to give a sense of separation to open concept spaces...without losing that open feeling. Or use antique corbels as brackets to support a glass shelf.

8			2			7		
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5	7			9	3			
	3			2		6		
	5						1	
		1		7			8	
			8	3			6	4
6		5	9			1		
		3			1			9

Sudoku instructions: Complete the 9x9 grid so that each row, each column, and each of the nine 3x3 boxes contains the digits 1 through 9. Contact me for the solution!

News You Can Use is brought to you free by:

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SAVE YOUR BIG INVESTMENT FROM BIG TROUBLE

For six years, Sydney Walters wondered why his home was so hot in summer and so cold in winter. And why his family developed allergies and asthma. There was a reason for that: When Walters purchased the home from its original owners, he hadn't hired a home inspector. That home inspection could have revealed that the home's attic had no insulation – resulting in wild temperature fluctuations and mold.

Buying a home is often the biggest investment a family can make. While you may not want to spend extra money, a home inspection can reveal a host of problems needing repair. Without it, your big investment is vulnerable to big trouble.

According to associations of home builders, a typical home inspection will include examination of a home's heating and

central air conditioning systems, plumbing and electrical systems, roof, attic and visible insulation, foundation, and structural components.

It should be done by a certified professional who can spot things an untrained eye may not.

When choosing among home inspectors, be sure to look at their credentials and certifications. They should be members of a professional association of home inspectors.

The cost of a home inspection varies and can be based on such factors as the size and age of the home.

While incurring an additional cost during the home buying process is frustrating, it can save you thousands of dollars by alerting you to areas of concern and give you much needed peace of mind that your big investment won't cause you big trouble.

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