



THE LONG LAKE SHORELINE

MARKET REPORT by Jim Pomeroy, Sales Representative | REALTOR®



7 Ways to Make your Home Look Good on Video

These days, buyers are going to study pictures and videos of your property more thoroughly than ever before. That's because – mainly for safety reasons – they'll only want to see homes they have a serious interest in considering.

That means your property needs to look good on video as well as in person. With that in mind, here are some helpful tips:

1. Clutter tends to get noticed more on video than it does in person. So, do an especially thorough job of decluttering.
2. Make sure you have plenty of light in each room. A dimly lit space, which may

be hardly noticeable in person, can look dark on video.

3. Floors stand out on video for some reason. Clean and shiny hardwood and tile floors will look terrific on video or during a live video tour.

4. Scale is tough to judge on video. If you have a room that's spacious, such as a living room, place a familiar-sized item somewhere. For example, put a book on a coffee table.

5. Don't forget the outside. Make walkways and other areas around your property look well-tended and inviting.

6. Do you have a great view? Adjust

your window coverings so that the video will pick up on the view, even from across the room.

7. Make sure all light fixtures have covers, even in the basement and garage. A bare bulb creates a distractingly bright haze on video.

As you can see, none of these tips is particularly difficult to implement. Yet, doing so will make your home show better to buyers, especially those who are, in increasing numbers, seeing your home in pictures, on video, and in live video tours.

If you'd like more tips on how to make your home attractive to buyers, call me.

5 Ways to Re-Energize in Just 5 Minutes

December tends to be a busy month for most people. It's all-too-easy to feel drained and even burnt-out. Unfortunately, you may not have the luxury of time to relax with a good book or take an online yoga class. So, with that in mind, here are some proven ways to quickly unwind and boost your energy.

1. **Take a short walk.** Scientists say your body will often de-stress significantly after just a 5-minute stroll.

2. **Drink a glass of water.** Dehydration, which can come on without you realizing it, can quickly lead to fatigue and tension.

3. **Do something completely different.** Often, if you completely remove yourself from a situation or activity, even for just a few minutes, you'll come back feeling better. So, take a moment for yourself!

4. **Breathe and stretch.** It's almost impossible to feel tense after a few deep breaths and some stretching exercises. In

fact, that's where the urge to yawn and stretch comes from. It's your body's way of boosting energy!

5. **Write it down.** If you're worried or frustrated about something, writing it down is like deflating a balloon. Taking it off your shoulders and onto paper puts the concern into perspective.

Try one of these tips the next time you feel overwhelmed.

Words of Wisdom

"It is best to disregard talk and judge only actions."

Dorothy Day

"Let your desires be ruled by reason."

Cicero

May I connect you?

I know a lot of great companies in the local "home industry". So, if you're looking for a contractor or other professional, give me a call. I may be able to provide a recommendation.

Jim Pomeroy, Sales Representative | REALTOR®

Here for you, every step of the way.

Call Today
902.943.7588
www.JimPomeroy.ca



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COMMUNITY CORNER

If you're like most homeowners in the area, you're winding down 2020 and planning for the new year ahead. Whatever you have planned for 2021, I hope it turns out to be a terrific year for you.

Please keep in mind that if you're thinking about selling your home next spring or summer, now is the ideal time to start information-gathering, such as finding out how much your property will likely sell for in the coming months.

I can help with that. Contact me anytime.

Jim Pomeroy



Small Business Highlight: POME Design



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Own a small business and/or would like to have a community event that is coming up highlighted at no charge? **Give me a call.**

Do You Know What Your House Is Really Worth?

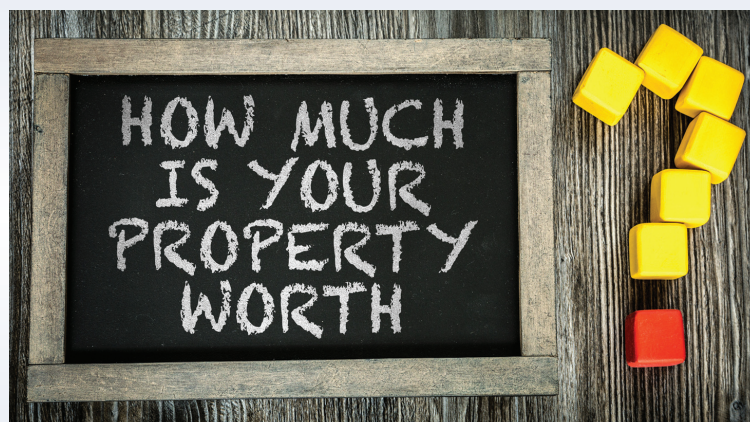
Call today for a complimentary, no obligation Real Estate Check-Up.

Cars get tune-ups, furnaces get maintenance and you see your doctor and dentist at least once a year, but did you know that your real estate investment needs a periodic check-up too?

Your home is probably one of your largest assets. That's why it's important for you to keep up-to-date on market trends in your immediate area.

Don't wait until the last minute – call today and we'll review:

- The current resale value of your house.
- Helpful hints on improving the value of your house.



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