INTERO REAL ESTATE SERVICES
Independently Owned and Operated
LINCOLN AVENUE

Real Estate Views

www.InteroLincoln.com | Santa Clara County Region | August 2016

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Mortgage Rates*	
30-year Fixed (Zero Points, $417,000, 3.664 APR)	3.625%
15-year Fixed (Zero Points, $417,000, 2.962 APR)	2.875%

** As of August 5, 2016. For reference only.*

Santa Clara County Market Snapshot July 2016*	
# of Listings (Single Family Homes)	1,460
Average selling price	$1,278,010
% of asking price	102.2%
Avg. number of days on market	24
Number of Homes Sold	887

** MLSListings.com*

Use Connections To Your Advantage

There's a common saying in business that it's not always what you know, but who you know. You've probably heard it before, especially if you or someone you know had been passed over for a job in favor of someone less skilled, but more familiar with the decision maker. While this phrase is not intended to diminish the importance of knowledge and skill, it acknowledges the importance of connections and personal relationships in business.

This premise is particularly true in real estate. Who your agent knows could greatly influence the way a deal is negotiated and transacted. Transactions between agents who are familiar with one another tend to go a lot more smoothly.

The value of a strong professional network isn't limited to just principal agents. It extends to other affiliates such as plumbers, electricians, roofers, flooring specialists, painters, accountants, and lawyers who are often involved in real estate related activities. Good relationships with these service people increases confidence that the work quality will be good and the pricing will be fair.

One of the reasons I joined Intero was to expand my network of resources. If, by chance, services are needed in an area that I have little experience or connection, it is likely another agent in my office or in the company can offer a solid recommendation based on their first-hand experience.

Access to my network doesn't just benefit my buyer and seller clients; it benefits anyone who asks me to "hook them up."

Don't think I'm limited to only real estate related connections. Many times people ask me to refer them to someone for a home improvement or repair project. Others have asked if I knew people in the automotive and financial planning industries..

My network is vast and it is available to you. It can save you a lot of time and money if you use it. All you have to do is ask!

THE NEXT TIME YOU'RE LOOKING FOR A GOOD SERVICE COMPANY, CALL OR EMAIL ME BEFORE GOING ONLINE TO YELP! OR ANGIE'S LIST.

When Accuracy Is Important, Call On Me.

Home estimate sites have become a common way homeowners assess the value of their home. The problem is these sites are limited by the quality of their algorithm and the data used. The data does not account for things that can change an estimate dramatically like location nuances or general condition of the home.

The most effective way to predict a home's value is to hire a professional Appraiser. Unfortunately, that costs a few hundred dollars.

The next best option is ask me do the assessment. I can do it accurately and it's FREE! It's just another service I provide to keep you updated on the things that matter to you the most.