

Disrupting An Industry



HIERARCH
REAL ESTATE & INVESTMENTS, INC.

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Where Will Technology Take Us Next?

Products like smartphones and voice-command speakers used to be the stuff of *Jetsons*-esque fantasies. Then they became reality and altered our world dramatically. So, what's next? Here's a roundup of the emerging technologies with the greatest potential to change our lives.

Drones: These aren't just for taking Instagram-worthy aerial shots. Drones are being explored as tools for farm crop assessment, law enforcement, and disaster relief.

Blockchain: This technology is much more than cryptocurrencies like Bitcoin. By facilitating the distribution of digital information without copying, blockchain can power all kinds of activities, from providing financial solutions to unbanked people to auditing supply chains around the world.

Artificial intelligence: Computers with human smarts get a lot of flak for the scary side of their potential. But there's plenty of good stuff too, like an A.I.-powered system that analyzes a baby's cry to instantly diagnose birth asphyxia, a top cause of infant mortality.

Driverless vehicles: Autonomous vehicles are already here. When they become widely available, they could help those who are underserved by public transportation, reduce the space needed for parking, and improve road safety.

CRISPR: Named after CRISPR DNA sequences (clustered regularly interspaced short palindromic repeats), this DNA-altering technology can be used to precisely edit genetic information. While it received bad press after a Chinese scientist used it to create genetically edited babies, the tech has potential for everything from healthcare to agriculture.

Want to Sell Your Home Fast? Get My Free Guide



Preparing your home for sale can make the difference between getting the price you want – or ending up disappointed.

Discover some easy things you can do by requesting my free guide, "50 Tips to Prepare Your Home for a Speedy, Top-Price Sale."

Just call me at 209-753-0123 and I'll send it right out to you.

Home Seller's Guide: Top Do's and Don'ts for a Quick Sale

You want to sell your home quickly and for the best possible price, right? What's the secret to achieving this goal? There are several. Use these do's and don'ts to guide your home sale process.

What to Do

Get out of Dodge: When potential buyers view your home, they want to see your property, not you. Always leave the premises. The buyers will feel more comfortable and are likely to spend more time looking at your home and fully considering it if you are not there.

Put out the welcome mat: Go the extra mile to make your home show well. Declutter. Clean. Turn on all lights and open all window treatments before showings to create a bright, airy atmosphere.

Partner with a pro: A real estate agent knows what works best in your market. He or she can provide invaluable input to make your home stand out among the competition.

What Not to Do

Take it personally: A home filled with personalized décor can turn buyers off. Neutralize your home to make it appealing to the maximum number of buyers. This might mean removing family photos or repainting your bright orange bathroom.

Crowd the skeletons: When you declutter your home, don't simply throw everything in the closets. Your storage spaces need to look large, useful, and inviting.

Overinflate: While you want to get the biggest bang for your buck, overpricing your home only delays your sale. Consult with a real estate agent who can help you determine the right price for your home based on features, location, and current market trends.

On Your Mark, Get Set, Go: Streamlining Your Morning Routine

If you leave your house in an anxious mood, you could arrive at work in a frantic state. That's why you need to use your mornings wisely.

Start before you go to bed. Choosing appropriate clothes, packing your bags, preparing your lunch, and making a list of the most important things to do the next day can mean there are fewer decisions to make in the morning. This can save time.

You should also avoid using your phone as your alarm clock. Notifications during the night can disturb your sleep. Plus, waking up to emails and messages can be stressful, and you're likely to jump right into these if your phone is your alarm. You don't want to send important messages before you're coherent. Plus, responding to messages takes time and can cause you to be late. Your messages

will still be there when you get to the office. Read them when you're settled in there.

Another tested trick is to set your clocks ahead. This can get you out the door faster and potentially keep traffic delays from slowing you down. Of course, this only works if you don't use this extra time as an excuse to dawdle or check your emails.

You can also choose your morning beverages and meals strategically. Drink water first. It will rehydrate you and help make you alert for the day. If you do need a morning coffee, consider investing in a timed coffee maker that starts making your coffee for you. This will allow you to accomplish other tasks. Remember, keep your routine simple so you won't forget what you need to do.

Quick Quiz

Each month I'll give you a new question.

Just email me at info@hierarchrei.com or call 209-753-0123 for the answer.

What are the Galilean Satellites?

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!

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 209-753-0123 to arrange an appointment.

Alternatively, stop by at the office. The address is on the back page of this newsletter.

Worth Reading

How to Save Money: 20 Insanely Simple Tips

Every Dollar

This article summarizes how to cut expenses with technology while shopping, being at home, or out having fun. Apps can alert you to upcoming deals, compare prices, or help you buy and sell used items. When shopping, consider buying generic or store brands. Before leaving the house, turn lights off and reduce the temperature.

Entertainment doesn't need to be expensive, either. Host friends for games. Go for walks. Track your progress with a budget. **More:** <https://tinyurl.com/worth0319a>

Help Your Kids Clean Their Rooms with the 'Mountain Method'

Kristen Mae

Lifehacker

Are you dreading spending school vacations reminding your kids to clean their rooms? This article describes a method that might make it easier for them and less stressful for you. Have your children put everything that's scattered around their floor in a pile. Go through each item and have them decide if they want to keep it, throw it out, or give it away. Use this strategy for smaller areas like desktops too. **More:** <https://tinyurl.com/worth0319b>

How to Decorate a Living Room: 11 Designer Tips

Yanic Simard

Houzz

Decorating living rooms can be tricky, partly because they're used for so many different activities. The advice in this article can help simplify your next renovation. For example, contrasts matter. Use contrasting neutral-colored paints. Vary the textures of furniture and pillows. Use white-and-black. Want to vary the space without a full overhaul? Purchase furniture you can move easily. **More:** <https://tinyurl.com/worth0319c>

'Dear Seller' Letters Offer Unique Negotiation Strategy

You're probably familiar with letters to Santa. You've most likely heard of letters to the editor.

But have you heard of a homebuyer letter? In some areas, buyers are including these communications when they submit offers to purchase a home. If the trend grows, these messages could become common documents among real estate paperwork. Here's the scoop.

What is a homebuyer letter?

These notes are designed to make a buyer's offer more personal and appealing. The goal is to encourage the seller to choose the writer of the letter over another buyer.

In hot markets, a seller may receive multiple offers at once and must then

choose which offer to negotiate or accept. To make their offer stand out, buyers are using these letters. They are written to sellers to plead the buyer's case, offering reasons the seller should accept this offer over others.

What is included in the letter?

The exact details vary from letter to letter, but many contain similar details. Buyers often mention the features of the home that they love, discuss how they plan to use the house, or reassure the sellers that they don't plan to make significant changes to the home. This can prove helpful in situations where the seller has lived in the home a long time or the property has been in the family for generations. Buyers may also include personal information such as

hobbies and professions to try to further connect with the seller.

Does it work?

Apparently, it can. Real estate agents have reported instances when sellers did not choose the highest bid because of a letter included with a lower offer.

Of course, this tactic is not guaranteed to work. For many sellers, the price is all that matters. And to others, the letters can come across as corny or inappropriate.

Is this a good strategy to use for your next offer? Should you polish up your writing skills and submit a homebuyer letter? Maybe. Consult with your real estate agent to determine what's best for your situation.

How to Pick the Perfect Haircut

There's no absolute right or wrong, but choosing the perfect haircut can be tricky. There are several things to consider.

Find a style that's right for the shape of your face. For example, a pixie, tousled shag, or layered bob flatter a woman's round face while blunt-cut bangs complement a heart-shaped face. Men with round faces look strong-jawed with hair shorter on the sides and longer on top. The web has tons of good info, and many sites and apps allow you to upload your photo to preview different looks.

Pick a style for your hair type. Is your hair thick or thin? Curly or straight? Coarse or silky? Keep these qualities in mind. You can find a product that changes your hair's natural characteristics or choose a cut that works with them.

Consider the occasion. A serious job requires serious hair. An evening on the town is special, and you might want a hairdo appropriate for the occasion.

Choose the style you can live with. If you're happy blowing, fluffing, and taking your time, your options are much broader than they are if you're looking for a wash-and-wear do.

That Word Doesn't Mean What You Think It Means

English changes rapidly. And rapid technological changes mean we can expect more confusion about what words mean and how to use them properly. For example, it isn't ironic to get words confused or to make some mistakes. "Ironic" describes events that are unexpected or saying something that's unexpected.

Or, have you ever referred to a funny incident as "bemusing?" Bemusing means

to cause puzzlement or confusion. It does not mean to cause laughter; however, something that is bemusing can also cause laughter, which means it can also be *amusing*.

How about this one? If something "literally" happened, it means it is a fact. So, it is literally wrong to use the word literally metaphorically.

The best app to invest in today might be an old-school one: the dictionary.

Ask the Agent: This Month's Question

Should I order a home inspection for the home I am purchasing?

The short answer is yes. The longer answer is why.

Buying a home is likely one of the most significant investments you'll ever make. You want to make sure it's a good one. A home inspection can help with this. The inspection can reveal home defects that you would otherwise remain unaware of until after you move into the property. Then, it's too late. By using a home inspection to discover issues up front, you can either walk away from a potential money pit or negotiate with the sellers to make repairs or offer credits for you to do so.

Considering the amount of money and time you'll be pouring into your home, a little extra of both up front are well worth your while. And if the inspection reveals no concerns? That's great too. You can then have peace of mind knowing you are buying a property with no hidden issues. It's a win-win.

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

Chicken, Artichoke & Lemon Braise

Serves 4

- 1/4 cup olive oil
- 1/4 cup red wine vinegar
- 1/4 cup chicken broth
- 3 garlic cloves, minced
- 2 tablespoons Dijon mustard
- 1 teaspoon each dried oregano, rosemary, thyme
- 1/4 teaspoon red pepper flakes
- 4.5 pounds skinless, bone-in chicken thighs
- Salt and pepper to taste
- 2 cups artichoke hearts, drained and halved
- 1 onion, chopped
- 1 lemon, sliced
- Chopped fresh flat leaf parsley for garnish

Preheat oven to 400 degrees.

Whisk together oil, vinegar, broth, garlic, mustard, herbs, and pepper flakes. Place chicken in a rimmed 13 x 9 baking dish, season generously with salt and pepper, then pour the oil mixture over it. Marinate it here for up to 1 day or cook immediately. When ready to cook, arrange onions, artichokes, and lemon around chicken.

Bake uncovered for 1 hour or until chicken is cooked through. Remove from oven, sprinkle with fresh parsley if using, and serve.

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