



HIERARCH
REAL ESTATE & INVESTMENTS, INC.

Disrupting An Industry

Brought to you by Hierarch Real Estate & Investments, Inc.

209-753-0123 | info@hierarchrei.com

Welcome Fall: It's Time for Leaf Peeping Again!

Even summer lovers mourning the end of their favorite season can admit that fall foliage is something to be admired. But some of us take that admiration one step further. Enter leaf peeping. Leaf peeping is a niche type of tourism, where fall leaf enthusiasts travel to areas where the foliage is particularly spectacular. Organized leaf viewing tours are often called foliage excursions, while some enthusiasts refer to their own outings as "leaf peepshows."

Observing the reds, oranges, and yellows isn't just a nice seasonal pastime; it's also big business. According to a 2014 Associated Press report, leaf peeping tourists who visit New England spend close to \$3 billion. In New Brunswick, tourism officials have also cited increased tourism specifically related to fall leaves. Interested in doing some leaf peeping of your own? Here are four of the best places to do it.

Kancamagus Highway, New Hampshire: This nearly 56-kilometer stretch of backcountry is known as the "Kanc" to locals. Spend one or two days winding your way through gorgeous dense forest land.

Algonquin Park, Ontario: Start planning your visit to this huge northern Ontario provincial park in early September with up-to-the-minute online fall color reports.

Mohawk Trail, Massachusetts: In addition to stunning fall colors, this historic route (it was once a Native American trading trail) also offers views of both the Berkshires and Taconic mountains.

Saint John River, New Brunswick: Follow the river as it snakes through hills, valleys, and mountains and gawk at the canopy of fiery fall trees.

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.

You Don't Want to Forget This Maintenance Task

Many homeowners focus on fall clean-up and winterizing in September, but don't forget an often-overlooked task: dryer vent cleaning.

This seems like a simple to-do, and it is. Yet it's commonly forgotten, which can lead to serious issues such as fire and carbon monoxide poisoning when the ductwork cannot vent properly.

To prevent these hazardous situations, make it a habit to clean your dryer vent regularly. Clean the small lint trap after each load, and clean the entire vent system once a year.

Depending on your laundry habits, you may need to clean the vent more often. If your clothes require more than one cycle to dry, your clothing has an odd, burning smell, or your laundry room feels unusually warm while the dryer is running, these are warning signs that you need to clean your vent.

When it's time for this cleaning, use the following simple procedure to get the job done quickly and effectively.

1. Disconnect: Complete this process carefully. Start by unplugging your dryer from the power source. Then, remove any clamps from the vent pipe so you can detach it from the dryer. Next, pull the pipe away from the wall duct. If you have a gas dryer, take extra care during this process. You may need to contact a professional to avoid the risk of disturbing the gas line.

2. Clean: Use a vent cleaning kit to thoroughly clean your duct and vent. This kit will include a brush that extends the entire length of the duct to remove all debris. It might be easiest to work from the exterior of your home.

3. Reassemble: Reattach everything and enjoy a clean, efficient, safe dryer.

Johnny Appleseed: Dreamy Wanderer or Savvy Businessman?

One of America's most popular folk heroes is early philanthropist, frontier explorer, and pioneer apple farmer Johnny Appleseed.

We remember John Chapman, a.k.a. Johnny Appleseed, as a dreamy wanderer, nursing sick or injured animals, aiding struggling settlers, and planting apple seeds across the land. As a young man, he made his way westward from his native Massachusetts through Pennsylvania, Ohio, and Indiana, planting trees along his routes so that people would never have to go hungry.

Johnny Appleseed was known to be friendly, kind, pious, and generous. He preferred to barter or trade food or clothing or even give seeds away for free rather than charge money for his trees.

Although he dressed in castoff rags, rarely wore shoes, and lived off the land,

this wanderer was not poor. Indeed, research suggests that Chapman was an astute, intelligent businessman who acquired vast tracts of land and developed thousands of acres of apple orchards over the course of his lifetime. At the time of his death at age 71, he owned approximately 1,200 acres of land.

We can thank this legend for helping spread and popularize apples throughout America. Today, the fruits are grown worldwide and are known to have religious, mystical, and mythological significance in many cultures. There are some 7,500 known cultivars of the species, each with its own specific characteristics. Rich in antioxidants, fiber, and flavonoids, apples are a healthy, nutritious, low-calorie food.

They are also, of course, a school-lunch staple.

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.

A European superstition states that a guest who leaves his/her napkin on the chair will what?

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 What's Happening in Your Neighborhood?

How has the price of your home changed in today's market? How much are other homes in your neighborhood selling for? Do I need a house inspection?

These are all critical questions that shouldn't be overlooked when thinking about buying or selling your home.

Whether you're curious about prices in your area, whether it's an excellent time to sell, or just need an expert to answer your questions, I can give you the tools and offer guidance through the entire buying or selling process.

Let me know how I can help by simply giving my office a call at 209-753-0123 to set up a time to connect.

Worth Reading

How to Remember People's Names (Almost) Every Time

By Patrick Ewers
Medium.com

First impressions can define relationships, which makes remembering names crucial. Remembering them involves repetition and imagination. Use the person's name naturally in conversation with them and when talking about the meeting later. Write the name, and as you do, try to find a connection between the word and the person. Make sure you're spelling and saying it properly to fully show you know the person's name. **More:** <https://tinyurl.com/worth09191>

4 Tech Trends Shaping the Future of Media and Entertainment

By Jennifer Spencer
Entrepreneur.com

Robots are no longer the subject of entertainment. Now, related technology, like artificial intelligence, is being used to *create* entertainment. Some uses are ubiquitous: algorithms help make recommended lists for streaming services. Others are more specialized. A Disney app, Play Disney Parks, gives users games to play while waiting in line for rides. It can also cause events to happen, like having characters appear near a ride related to them. **More:** <https://tinyurl.com/worth09192>

7 Kids' Bedrooms That Are Perfect for Now and Later

By Bryan Anthony
Houzz.com

Children's rooms should be designed so children can play there now and enjoy them later. This article showcases seven examples, with tips for what makes them work. Current interests can serve as inspirations but shouldn't dominate the room. Family heirlooms or vintage art can give a classic, timeless feel. Storage ensures functionality and longevity. **More:** <https://tinyurl.com/worth09193>

Finding the Perfect Hues for Your Home

How do you usually choose the colors for your walls? Many consider their favorite shades, or they try to match existing furniture or other décor. This is how some people like to do it, but did you know that there are optimal colors for each room type?

The next time you're ready to splash a new color on your surroundings, consider choosing a hue that suits the room's purpose. Here are some guidelines you can use as you pick your paint.

Bedrooms: Green. This color is typically associated with calmness and relaxation. Green in the bedroom can help you rest well after a hectic day.

Offices: Blue. This shade is a

productivity booster. As a calming color, it can help lower your heart rate so you can focus, yet it also stimulates energy so you can work hard.

Dining rooms: Red. The color red is believed to make people hungry. It's an exciting color that whets the appetite, making it ideal for the dining room.

Kitchens: Yellow. When cooking, this bright, cheerful color adds to the joys of food preparation. It also creates an inviting atmosphere for the heart of your home, where family and guests often gather.

Living rooms: White. By reflecting light, white makes a room appear larger. This hue also encourages relaxation. These qualities make it the perfect

choice for lounge spaces.

Media rooms: Black. It sounds extreme, but consider the atmosphere of a movie theater. Black, or another dark shade, allows viewers to focus on the screen as the only light-colored area of the room. The darkness also reduces reflections and improves viewing color. Thinking that some of these may be too bold? Is your kitchen white, and you want it to stay that way?

If these colors don't appeal to you for paint selections, consider adding splashes of these shades in each room. Add red decorations around the dining table. Add some green throw pillows in your bedroom. You might be surprised at how well these accents enhance the ambiance of each space.

Mother and Daughter Inspire Women to Fly High

Piloting commercial airplanes is a male-dominated business. And while barely 6% of all commercial pilots in the world are women, Captain Wendy Raxon and her daughter, First Officer Kelly Raxon, are a dynamic duo in the Delta cockpit.

With widespread coverage in the news and social media, this mother-and-daughter team are an inspiration to girls and women everywhere. According to Wendy, there's a shortage of women pilots simply because of lack of awareness.

The International Society of Women Airline Pilots reports that of the 130,000 airline pilots around the globe, only 4,000 are women. And of that number, only about 450 are captains.

But as the demand for pilots grows, the likelihood of more women entering the field grows too. Indeed, Wendy's other daughter, Kate, is a Delta pilot too.

Wendy has been flying since she was 16, and when her daughters showed an interest, both she and her husband encouraged it.

For the entire family, it seems to be a dream come true.

Obviously, there's a lot of flight-school training required to make the grade, but a bachelor's degree in a related field is all that's necessary for acceptance to a top-notch flight school.

Once there, a student receives ground training and flight training and can usually acquire the necessary hours of flying to become a real airline pilot in about four years.

Wendy is a vocal and enthusiastic advocate for more women in the cockpit.

Her husband is an American Airlines pilot, so the whole family is flying high. Wendy calls it "the family business."

Ask the Agent: This Month's Question

Should I price my home higher to leave room for negotiations?

This is a common strategy for sellers, and it doesn't always go as planned. The results of this tactic are generally the opposite of what the sellers hope, unfortunately. Let me explain.

A home must be priced in the "strike zone" for buyers to make an offer. If your home is priced outside of this zone, you may not receive offers, and your home could sit on the market longer. Since time on the market is the number one enemy for sellers, this is not a good situation. The longer a home remains on the market, the more buyers will wonder "What is wrong with this listing?"

To prevent your home from getting stale as it sits on the market, we need to price it just right. When you're ready to list your home, I will complete a comparative market analysis (CMA) to evaluate what similar homes are selling for in your market. I will then recommend a price that will get your home sold quickly, for as much as possible, based on current market demand. Feel free to contact me with any questions about pricing or to schedule an appointment for a CMA of your home.

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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!

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Roasted Apple Fall Salad

Here's a fresh addition to your warm fall meal. Serves 8

Apples:

4 medium Fuji or Gala apples, quartered and seeded
2 tablespoons olive oil
1/2 teaspoon nutmeg
1/2 teaspoon black pepper
1/2 teaspoon cinnamon

Dressing:

2 tablespoons apple cider vinegar
2 tablespoons olive oil
1 tablespoon maple syrup
1/2 teaspoon red pepper flakes (optional)
Salt and pepper to taste

Salad:

1 package baby spinach
4 ounces fresh goat cheese
1/2 cup dried cranberries
1/2 cups chopped pecans, toasted

Preheat oven to 375 degrees. Place apples, olive oil, nutmeg, pepper, and cinnamon on a baking sheet and toss to coat evenly. Roast 20-30 minutes or until tender. Remove and cool completely. Set aside. In a small bowl, whisk the dressing ingredients until blended. Place spinach in a salad bowl and toss with the dressing, roasted apples, cheese, cranberries, and pecans. Serve immediately.

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Hierarch Real Estate & Investments, Inc.

Hierarch Real Estate & Investments, Inc.
16925 S Harlan Road Suite. 305
Lathrop CA 95330
209-753-0123
info@hierarchrei.com www.hierarchrei.com
License # 01147261

