



Craig Watson

Sales Representative



*'Helping You,
Your Family,
Your Friends'*

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January ~
February
2016

*My business
continues
to grow
because of
clients
like you.*

*The
referral of
your family,
friends,
neighbours,
and
co-workers
is important
to me and
I appreciate it.*

*Thank You
for your trust
and continued
support.*

Craig

FOR SALE

Turning Viewers into Buyers

First impressions are important. If you're selling your home, you'll want it to make a favourable first impression with as many potential purchasers as possible! You can expect potential buyers to take 10 to 15 minutes, tops, to walk through your home and decide whether they like it or not - that's how long you have for your home to make a favourable impression!

Here are some pointers to help you prepare your home to show to its best advantage.

■ Clean, clean, clean.

From top to bottom, the entire house should be clean. Kitchens, bathrooms, and windows, should be squeaky clean. Launder curtains, scrub floors, deep clean carpeting, dust blinds, light fixtures and baseboards. Every room in your house, including the basement and garage, should be clean, neat, and tidy, so it shows to best advantage.

■ Declutter...

'all' rooms in your home. You'll be moving soon, so, now is an ideal time to go room by room (including closets, cupboards, storage areas and the garage) and carton all knick-knacks, out of season clothing, footwear, toys, sports gear etc. Choose one area in your home to neatly stack and store cartons. If you have rooms looking small and crowded or are difficult to navigate because of excess - or over-sized furniture - consider removing a few pieces to your 'storage area' as well.

■ Perform a room-by-room inspection

of your home and property. Note pad in hand, note all flaws and minor repairs needed. Then 'fix them'! Dripping faucets, squeaky, sticking or loose hinges, derailed closet doors, scuffs on walls, missing/damaged trim or moldings, loose doorknobs, hand rails, stair risers, run-on toilets... You have become accustomed to these minor flaws and most likely you don't actually 'see' them!... but in the eye of a potential purchaser these minor problems really stand out. Perform the same note pad in hand walk-around the exterior of your home and property as well!

■ Brighten up!

All areas of your home should be well lit - open all drapery and blinds and let as much natural light in as possible (another reason to have windows gleaming!). If you have dimly lit areas in your home consider increasing the wattage in light fixtures.

■ Pack away personal items.

Photos, mementos, trophies - these all remind buyers viewing your home that they are in someone's home!...to help put potential purchasers at ease, (while they are envisioning *your* home as *their* home) depersonalize the rooms in your home. Your goal is to make each room in your home look attractive and inviting - like a furniture store display.

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Whether you're thinking of making a move, or are just curious about Real Estate trends in the area or neighbourhood, please feel free to contact me anytime...

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"The Elementary Choice"

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Please recycle this Newsletter by passing it along to a friend, family member or neighbour!

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Got Questions?

Your Realtor is your partner in selling what is likely your largest asset. Whether you need advice about getting your home ready to sell or have questions about current buying and selling trends - call on your Realtor who is available to assist you, every step of the way.



2 Little words can change your life.... Thank You

Here's a wonderful idea for a new habit...every day write down one thing that makes you thankful. It's one of the simplest steps you can take to boost happiness. Academics studying the subject have found that feeling grateful and expressing it decreases stress, increases happiness, and generally makes people feel better about life. Appreciation creates a self-perpetuating cycle of positivity; grateful people not only increase their own fulfillment, they also reach out more to help others.

Gratitude functions as 'a psychological immune system that bulletproofs you in times of crisis', says Robert Emmons, Ph.D., professor of psychology at the University of California. It's hard to feel fortunate when you lose your job or home or you face a difficult illness, but an ability to refocus can help get you through. Our mind often focuses on to what is wrong, while there is no need to ignore the negative or say life is perfect, you have the ability to cope gratefully, and find a new redemptive frame of reference.

Gratitude requires work and attention, but cultivating this attitude offers you - and those around you - tremendous benefits. Having a gratitude habit in your day lets you savour the good things as they happen.

**Want to start a Gratitude Journal?
Here are some tips to get you started.**

▶ Commit to Happiness.

Journaling is more effective if you first make the conscious decision to become more fulfilled and more grateful. Motivation to become happier plays a role!

▶ More is Better.

Elaborating in detail about a particular thing for which you're grateful, carries more benefits than simply listing many things.

▶ Make it Personal.

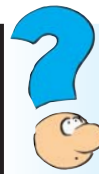
Focus on people you're grateful for, not things. And try subtraction, not just addition: reflect on what your life would be like without certain blessings rather than just tallying up the good stuff.

▶ **Savour the surprises.** Record events that were unexpected or surprising, as these tend to elicit stronger levels of gratitude.



DOWN Care

Unlike polyester and synthetic down which are machine washable and dryable - **natural** down requires a little more tender loving care. First, read the label. While down itself can be laundered, many manufacturers recommend dry cleaning because the outer fabric has a special finish and stitching that may not withstand washing. If you intend to machine wash, use a commercial front-loading machine, which has more room for the comforter or pillow to move freely. Select a short, gentle cycle. Then tumble dry on low heat with several dry towels to absorb excess moisture. Throw in a clean sneaker, which helps prevent the down from clumping. Stop the machine occasionally, turn the comforter by hand to help it dry evenly. If you use a duvet cover, your comforter should only be cleaned once every 2 to 4 years.



Did You KNOW...

❖ 80% of fresh snow is composed of air.

❖ Icicles most often form on the south side of buildings

❖ It's a myth that no 2 snowflakes are exactly the same! In 1988, a scientist found two identical snow crystals.

❖ **Snow is NOT white.**

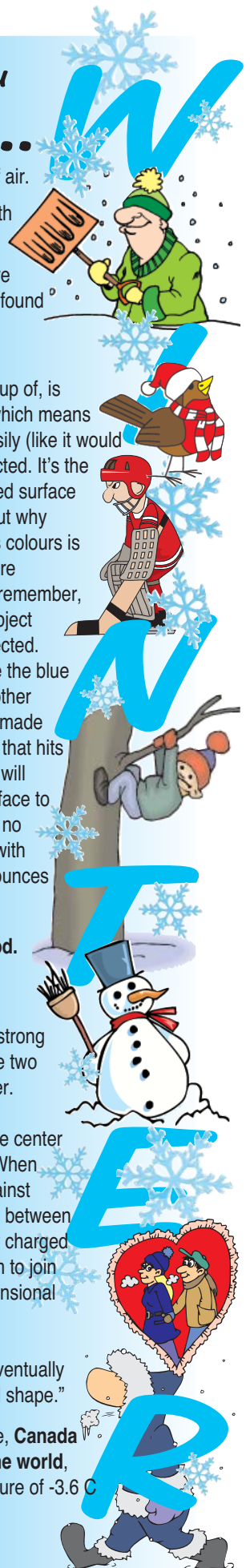
Snow, like the ice particles it's made up of, is actually colourless. It's translucent, which means that light does not pass through it easily (like it would transparent glass), but is rather reflected. It's the light reflected off a snowflake's faceted surface that creates its white appearance. But why white? The reason we see objects as colours is because some wavelengths of light are absorbed while others are reflected (remember, light is a spectrum of colours). The object takes on whatever colour light is reflected. For example, the sky is blue because the blue wavelengths are reflected while the other colours are absorbed. Since snow is made up of so many tiny surfaces, the light that hits it is scattered in many directions and will actually bounce around from one surface to the next as it's reflected. This means no wavelength is absorbed or reflected with any consistency, so the white light bounces back as the colour white.

All snowflakes have 6 sides. Period.

The reason for this is technical.... but it's cool:

"The oxygen atom has a particularly strong attraction to the electron clouds of the two hydrogen atoms and pulls them closer. This leaves the two hydrogen ends more positively charged, and the center of the "V" more negatively charged. When other water molecules "brush up" against this growing snowflake, strong forces between the negatively charged and positively charged parts of different particles cause them to join together in a very specific three-dimensional pattern with a six-sided symmetry. Each water molecule that joins the snowflake reflects this pattern until eventually we can see its macroscopic six-sided shape."

❖ In terms of year round temperature, **Canada is the second coldest country in the world**, with an average year round temperature of -3.6 C (Russia has the honour of first place at -5.3 C).



Sleep Better

Sleep is a natural phenomenon that allows the body - and mind - to recharge its batteries so it can deal with the next day's challenges. If you deprive your body of sleep, you will feel the physical and psychological effects very quickly.

Stress is one of the main causes of sleep disturbances. Generally speaking, the more problems you have, the more difficulty you may have sleeping, and the more difficulty you have sleeping, the harder it is to deal with your problems! When you can't sleep, try not to think about it. Even just lying down will give your body some rest. Don't wait to be exhausted, because that will only increase your stress. Lastly, remember that the quality of your sleep is at least as important as the quantity. Take little steps to create stress free mornings by prepping ahead; check the weather and road conditions, make lunch, lay out clothes etc.

Clock more Z's...it's no surprise that energy starts with a good night's sleep. Adults need 8 to 9 hours a night to restore and regenerate their minds and bodies, children need 10 to 12 hours, and teens 9 to 10.

Rethink Bedtime. You'll feel better the next day if you sleep for the recommended 8 to 9 hours - no matter what time you get up. If you want to change your sleep pattern, start small: move up bedtime by just 15 minutes each night until you meet your goal.

And, ban the snooze button - you'll feel much less rested than if you'd just gotten up the first time. Going back to sleep can send you into even deeper slumber, so place your alarm out of arms reach.

Sleep Better. Put aside thoughts that being active at night might ruin sleep. People who walk in the evening report sounder sleep. A 15 to 20 minute post-dinner walk can also help prevent heart disease and diabetes. An added bonus - you get a good night's sleep and stable blood sugar to keep cravings at bay - helping to maintain your weight.

Words of inspiration

Nothing happens unless first we dream.

Carl Sandburg

Don't waste today worrying about yesterday.

The best accessory is a smile. Wear one often.

You are never too old to set another goal or to dream a new dream.

C.S. Lewis

Never let a kind word go unsaid.

FOR SALE

Continued from Front Page



Turning Viewers into Buyers

■ **Give your home the 'sniff' test.** Unpleasant odours are a big turn off for potential buyers - and obvious scents masking unpleasant odours can actually cause suspicion that there may be a serious problem, like mold. Your home should smell fresh and clean, as scent-free as possible. Keep in mind that scent is a very personal thing, what smells good to you - may not to a potential buyer, or they could have fragrance allergies. As with 'not seeing' minor flaws, you may not be aware of odours in your home, ask a family member (one who does not live in your home), or a trusted friend, to give your home the 'sniff' test - and give their honest opinion. If you become aware of an unpleasant odour, identify the cause, and take measures to eliminate it.

■ **Colour.** Your goal is to create a blank canvas - one in which potential purchasers can imagine *their* furnishings, *their* decor *their* family. Walls, doors and trim should be neutral in colour. A fresh coat of paint in a neutral colour scheme will unify the house as well as making spaces look larger. If you're unsure which neutral colour will

show best with your furnishings and flooring, get advice.

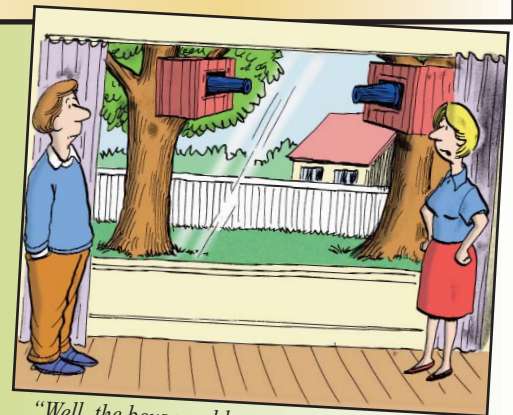
■ **Define Rooms.** If your dining room is serving double-duty as a home office, you'll need to redefine it. If you don't, potential purchasers will get the impression that the house isn't big enough. Ditto for spare bedrooms that have been converted to sewing rooms or yoga studios. Bedrooms count - it could cost you a sale if a buyer counts one less.

■ **Don't be home.** Let your realtor show your home to potential buyers. Your presence can be intimidating to potential purchasers. No matter how helpful and welcoming you are, they will feel they are being intrusive and will not open closets and kitchen cabinets, flush toilets etc., nor will they ask the questions they make like to ask for fear you may take offense. This holds true of your pets, if possible take them with you during a viewing, or make arrangements at doggie day care when a viewing is scheduled. Many people are afraid of animals, particularly dogs, some just don't like them, others have allergies.

Smiles and Chuckles



"Yes, I live on the 9th floor, but I am unaware of any howling sounds at night."



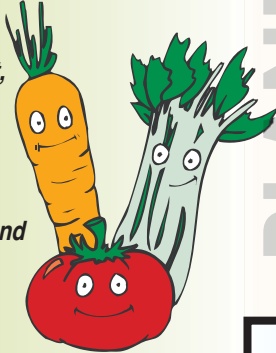
"Well, the boys would certainly love this place."



"So much for Traditional Neighbourhood design."

Making **HEART** **HEALTHY** Choices!

When you're eating out, ordering takeout, or meal planning at home, choosing to include more fruits, vegetables, whole grains, healthy fats and lean proteins can greatly reduce your risk of heart disease.



Meats, Poultry, Fish

- ✗ Avoid high-fat add-ons: regular cheese, mayo, fried onions, creamy sauces.
- ✓ Choose steamed, broiled, roasted, baked or BBQ.
- ✓ Limit serving size to 3-4 oz (the size of a deck of cards).
- ✓ Trim extra fat.

Pitas, Subs and Sandwiches

- ✓ Choose grilled chicken breast, ham, turkey, roast beef and light cheese.
- ✓ Choose mustard or low-fat mayo.
- ✓ Choose whole grain/wheat, oat, or rye breads.
- ✓ Add lots of veggies!

Pasta

- ✓ Top with lean meat, fish, or poultry.
- ✓ Choose whole grain/wheat pasta.
- ✗ Avoid creamy sauces.
- ✓ Add lots of veggies!

Pizza

- ✓ Choose whole grain/wheat crusts.
- ✓ Choose a tomato-based sauce.
- ✓ Top with chicken, seafood, or ham and lots of veggies.
- ✗ Avoid extra cheese.

Potatoes and Veggies

- ✗ Skip: butter, bacon bits, regular sour cream, gravy, or creamy sauces (ie: alfredo, peanut, or coconut).
- ✓ Choose a variety of colours.
- ✓ Choose baked, steamed, roasted or boiled.

Salads

- ✗ Skip extras: fried noodles, regular cheese, croutons, bacon, bacon bits.
- ✓ Choose leafy greens as a base.
- ✓ Add a variety of veggies and/or fruit.
- ✓ Choose a low-fat dressing.

Dessert

- ✓ Choose fresh, frozen or canned fruit.
- ✓ Choose Angel Food cake with fruit.
- ✓ Try low-fat yogurt, or frozen yogurt, topped with berries (skip the granola).
- ✓ Try low-fat pudding.

PLANNING

Good Planning saves you time and effort. By planning your activities you'll be better equipped to...

- ✓ solve problems quickly
- ✓ make decisions
- ✓ avoid frustration
- ✓ keep from getting bogged down in day-to-day tasks
- ✓ work on life goals and priorities
- ✓ manage stress more effectively

Effective tools for planning and scheduling include:

Calendars:

To capture the big picture use a yearly calendar to keep track of important dates, functions, commitments, holidays, special events etc.

Weekly Planning Lists:

Get a weekly overview of what you have to do by scheduling a week's worth of projects and activities.

Things To Do Lists:

Plan daily activities by listing everything you have to do, then prioritizing each task. Cross off items as you complete them and make a new list at the end of each day.

Planning and scheduling helps you become more organized which makes it easier for you to achieve more each day...less stressfully!

Your Neighbourhood Real Estate Resource Center



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Anything less is second best!