

February 2024
COMMUNIQUE

momentum : mo·men·tum

The driving force or advancing strength of a development or course of events.



DWELLING™ | REAL ESTATE

Dear Friends, Family and Valued Clients:

Having just returned from Monterey, California for the winter conference of the California Association of Realtors, I had a lot of time to think, reflect and experience some of the hurdles and obstacles of being a business owner. There is a saying that, if being self-employed was easy, everyone would be self-employed! But it's not! I have always enjoyed a good challenge and it looks like being self-employed checks all the boxes!

While I have always been entrepreneurial as a partner in several restaurants in the 1980s when I was 20-something, having created and sold several businesses from court reporting firms to fitness facilities, none of it was easy, especially in the first two years of their start-up. It's akin to a baby beginning to walk as they approach the "terrible twos"!

While we have passed our two years at FORWARD VISION INC™ dba DWELLING™ | REAL ESTATE, there are always industry changes that put new challenges in our path as owner/operators of our individual brokerages, and having spent the time in Monterey as a member of the Board of Directors of C.A.R. certainly made us brokers and agents aware that change is coming – again!

With those changes come more challenges! All I can say is, Bring it!

DWELLING™ | REAL ESTATE has been gaining great momentum over the last six months and this momentum will continue as we navigate through them. I have to admit it hasn't been easy but anything in life worth achieving is not easy. It takes a certain amount of fortitude with a combination of intention and continued momentum to succeed as we hold onto the vision. There is always something as such as client transaction and escrow issues, support staff matters and life's personal matters that add to the challenges. One thing for sure is that strength of mind and courage is key.

As we continue the momentum, I cannot share enough how daily gratitude, meditation and divine intervention often times are part of the key to the success of any business or human endeavor. I cannot express enough gratitude for the people showing up in my personal and professional life that include clients, our agents and the support crew, and I give a huge shout out to them for waking up and showing up because the key is to show up consistently every day!

Why do we send our COMMUNIQUE near the end of the month?

Actually, it is intentional. We are a firm that thinks out-of-the box so we purposely do not send out our message on the first day of every month like everyone else. This month I leave you these words to think about so you can look within yourself and reflect upon what they mean to you:

Intention. Purpose. Momentum. Fortitude. Courage. Gratitude.

Enjoy the rest of February and see you in March!

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Cipolloni". The signature is fluid and cursive, with a large initial "R" and "C".

Robert Cipolloni
CEO, President & Broker of Record
DWELLING™ | REAL ESTATE
Greater Palm Springs Metro | Los Angeles Metro

**MOTION
CREATES
MOMENTUM.
SOMETIMES
THE HARDEST
PART IS JUST
TO START.**



“It’s the challenges that make us grow and that keep us working to be our better selves.”

Robert Cipolloni

COME INSIDE™

Welcome to our team Jerry Foshee!



JERRY FOSHEE

DWELLING™ | REAL ESTATE AGENT

Greater Palm Springs and SOUTH LAKE TAHOE



DWELLING™ | REAL ESTATE

Jerry began his real estate career following more than 20 years as a personal property investor within California as well as other US states. He obtained his California real estate sales license in 2012 following formal education in real estate appraising and relocated to Palm Springs.

As a military veteran, Jerry understands the needs and challenges of veteran service members regarding home purchase and sales. He is also experienced with distressed property processes and can provide valuable assistance as needed. Although his primary residence is located in the greater Palm Springs area, he continues to represent property buyers and sellers in the Sierra-Nevada Mountains of California, specifically Sierra, El Dorado, and Alpine Counties.



What's Really Happening with Mortgage Rates?

Are you feeling a bit unsure about what's really happening with mortgage rates? That might be because you've heard someone say they're coming down. But then you read somewhere else that they're up again. And that may leave you scratching your head and wondering what's true.

The simplest answer is: that what you read or hear will vary based on the time frame they're looking at. Here's some information that can help clear up the confusion.

Mortgage Rates Are Volatile by Nature

Mortgage rates don't move in a straight line.

There are too many factors at play for that to happen. Instead, rates bounce around because they're impacted by things like economic conditions, decisions from the Federal Reserve, and so much more. That means they might be up one day and down the next depending on what's going on in the economy and the world as a whole.

The Big Picture

Mortgage rates are always going to bounce around. It's just how they work. So, you shouldn't focus too much on the small, daily changes. Instead, to really understand the overall trend, zoom out and look at the big picture.

When you look at the highest point (October) compared to where rates are now, you can see they've come down compared to last year. And if you're looking to buy a home, this is big news. Don't let the little blips distract you. The experts agree, overall, that the larger downward trend could continue this year.

What This Means for You

As mortgage rates come down, more buyers and sellers may re-enter the market – that gives you an opportunity to sell or find the home you're looking for. Connect with DWELLING™ | REAL ESTATE, so you've got a local expert on your side who can help you.



It's Time To Prepare Your House for a Spring Listing

If you're thinking of selling your house this spring, now is the perfect time to start getting it ready. With the market gearing up for its busiest time of year, it'll be important to make sure your house shines bright among the competition. Here are some valuable tips you can use to get your house market-ready.

Declutter and Organize

First impressions matter, and if your house is a mess, that can easily turn off potential buyers. Before listing, take the time to declutter and organize each room. Decluttering is about more than just tidying up – it's about creating a sense of space and openness that allows potential buyers to envision themselves living in your home. According to Moving.com:

“Decluttering and organizing your space will go a long way in appealing to potential buyers. . . .decluttering will help the buyers see themselves living in your home. Less clutter inside a home also helps a place appear larger and cleaner, which should attract more buyers.”

Deep Clean Your Kitchen and Bathrooms

The kitchen and bathrooms are focal points for many buyers, and often influence their overall opinion of the house. Ensure these spaces dazzle by giving them a thorough deep cleaning. Pay attention to small details like scrubbing grout lines, polishing fixtures, and decluttering countertops. A sparkling kitchen and bathroom can leave a lasting positive impression on potential buyers.

Maintain Your Yard

Your home's exterior is the first thing potential buyers see, so it's important to make a good impression from the moment they arrive. A well-maintained yard not only enhances curb appeal, but also shows buyers the home has been well taken care of.

Take the time to spruce up your yard by mowing the lawn, trimming bushes, and clearing away any debris or dead plants. Remember, the goal is to create a welcoming environment that entices buyers to step inside and imagine themselves living there. U.S. News says:

“A beautifully landscaped front yard can elevate an ordinary house into a charming home and will help homes sell faster and for more money.”

If you have questions it's a good idea to talk to DWELLING™ | REAL ESTATE today.



Why Pre-Approval Is Even More Important This Year

On the road to becoming a homeowner? If so, you may have heard the term pre-approval get tossed around. Let's break down what it is and why it's important if you're looking to buy a home in 2024.

What Pre-Approval Is

As part of the homebuying process, your lender will look at your finances to figure out what they're willing to loan you. According to Investopedia, this includes things like your W-2, tax returns, credit score, your bank statements, and more. From there, they'll give you a pre-approval letter to help you understand how much actual money you can borrow. Freddie Mac explains it like this:

"A pre-approval is an indication from your lender that they are willing to lend you a certain amount of money to buy your future home. . . . Keep in mind that the loan amount in the pre-approval letter is the lender's maximum offer. Ultimately, you should only borrow an amount you are comfortable repaying."

Now, that last piece is especially important. While home affordability is getting better, it's still tight. So, getting a good idea of what you can borrow can help you really wrap your head around the financial side of things. It doesn't mean you should borrow the full amount. It just tells you what you can borrow from that lender.

This sets you up to make an informed decision about your numbers. That way you're able to tailor your home search to what you're actually comfortable with budget-wise and can act fast when you find a home you love.

Why Pre-Approval Is So Important in 2024

If you want to buy a home this year, there's another reason you're going to want to be sure you're working with a trusted lender to make this a priority.

While more homes are being listed for sale, the overall number of available homes is still below the norm. At the same time, the recent downward trend in mortgage rates compared to last year is bringing more buyers back into the market. That imbalance of more demand than supply creates a bit of a tug-of-war for you.

It means you'll likely find you have more competition from other buyers as more and more people who were sitting on the sidelines when mortgage rates were higher decide to jump back in. But pre-approval can help with that too.

Pre-approval shows sellers you mean business because you've already undergone a credit and financial check. DWELLING™ | REAL ESTATE can recommend amazing lenders if you need one!



Home Equity Can Be a Game Changer When You Sell

Are you on the fence about selling your house? While affordability is improving this year, it's still tight. And that may be on your mind. But understanding your home equity could be the key to making your decision easier. An article from Bankrate explains:

“Home equity is the difference between your home’s value and the amount you still owe on your mortgage. It represents the paid-off portion of your home. You’ll start off with a certain level of equity when you make your down payment to buy the home, then continue to build equity as you pay down your mortgage. You’ll also build equity over time as your home’s value increases.”

Think of equity as a simple math equation. It's the value of your home now minus what you actually owe on your mortgage. And guess what? Recently, your equity has probably grown more than you think.

In the past few years, home prices skyrocketed, which means your home's value – and your equity – likely shot up, too. So, you may have more equity than you realize.

How To Make the Most of Your Home Equity Right Now

If you're thinking about moving, the equity you have in your home could be a big help. According to CoreLogic:

“. . . the average U.S. homeowner with a mortgage still has more than \$300,000 in equity . . .”

Clearly, homeowners have a lot of equity right now. And the latest data from the Census and ATTOM shows over two-thirds of homeowners have either completely paid off their mortgages or have at least 50% equity. That means roughly 70% have a tremendous amount of equity right now.

After you sell your house, you can use your equity to help you buy your next home. Here's how:

Be an all-cash buyer: If you've been living in your current home for a long time, you might have enough equity to buy your next home without having to take out a loan. If that's the case, you won't need to borrow any money or worry about mortgage rates.

Make a larger down payment: Your equity could also be used toward your next down payment. It might even be enough to let you put a larger amount down, so you won't have to borrow as much money.

To find out how much equity you have in your home reach out to DWELLING™ | REAL ESTATE!



Compassion is the greatest form of love humans have to offer.

- Rachel Joy Scott



Robert Cipolloni

Certified Probate and Trust Specialist
Greater Palm Springs
Los Angeles Metro

DWELLING™ | REAL ESTATE PROBATE & TRUST SPECIALIST CREW

DWELLING™ | REAL ESTATE has a caring nature and compassion in handling sensitive matters for the family after the passing of a loved one. We are fully equipped to service the needs of those in our communities who have suffered loss.

Aside from being empathetic and trustworthy, we have assembled a team of probate specialists with the same demeanor and devotion who are here to serve when the need arises. We look forward to working with attorneys and legal professionals specializing in Estate Planning, Trust and Probate Law as well as the families who need our services.

What is the role of a Certified Probate & Trust Specialist?

CPTS are trained to help navigate the probate court system. This includes monitoring all legal deadlines and making sure that they are not missed. We can and will provide guidance on the necessary legal steps and the documentation coordinations that are required in the probate process. We can also minimize the potential for disputes between heirs.

In addition to guiding you through the paperwork and other legal aspects of the probate court process, we can recommend the inspectors, appraisers, contractors and other professionals. This ensures that the passed-down property is accurately appraised, necessary repairs are being made and that the property is ready to go on the market.

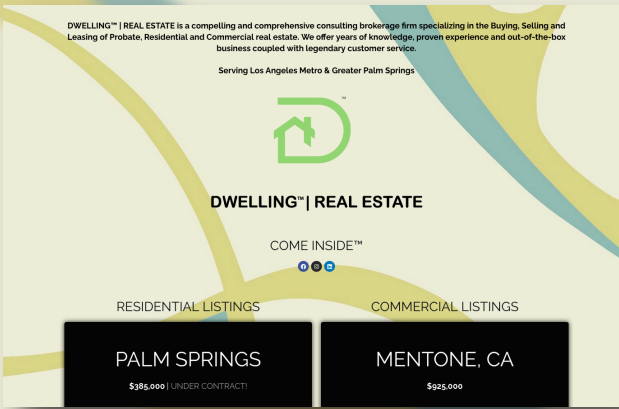
We will help you go to market, sell and manage the process of an estate-passed property, and see to it that the sale of the property is as successful as possible. We will maintain outstanding communication among all heirs, minimizing conflict and making an already emotional process easier for all involved.



ONE WAY
TO KEEP MOMENTUM GOING IS
TO HAVE CONSTANTLY GREATER GOALS.

“May you take the time to reflect on your own past, present and future journey so you can prepare yourself for an awesome 2024!”

Robert Cipolloni



DWELLING™ | REAL ESTATE WEBSITE

Our DWELLING™ | REAL ESTATE public facing website is built on one of the best search engine platforms. It is highly dynamic and can support device responsiveness and mobile compatibility.

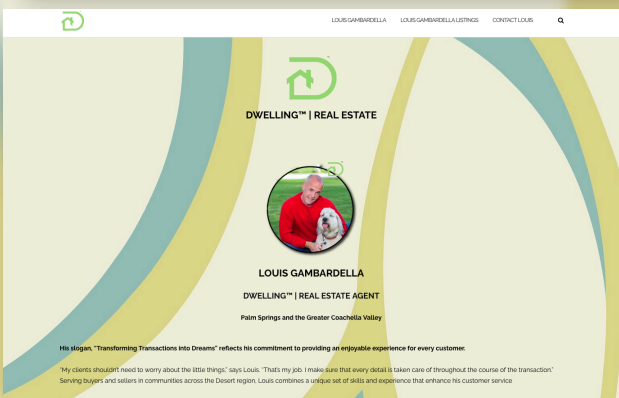
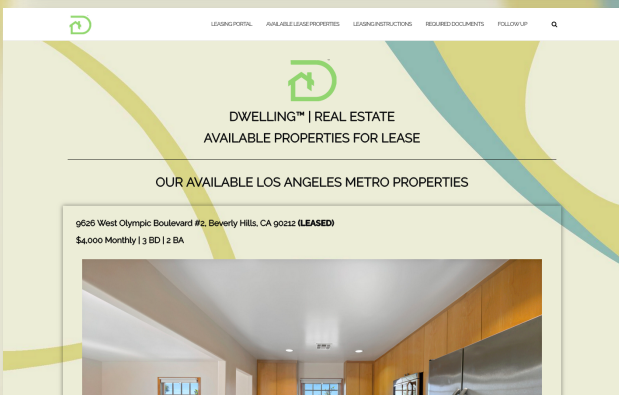
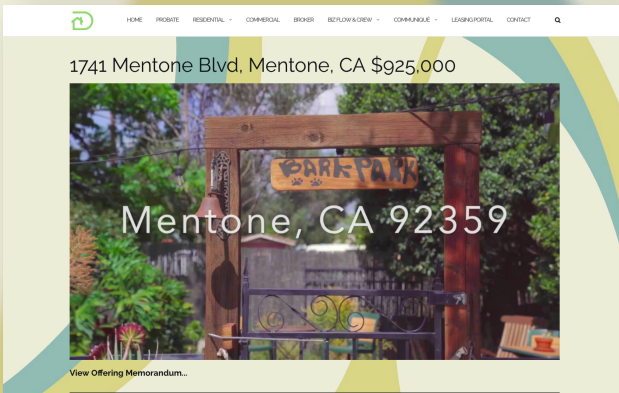
Among some of its many features, it hosts listings, videos, flyers, offering memorandums, 3D tours and location maps, client check in pages for listings, images, our press releases, reports, contacts, community partners, office locations and our Leasing Portal and COMMUNIQUE.

You will also find individual agent sites within and a roster of executive, business service and support profiles.

Our analytics prove that is a very user friendly, well received and an enjoyable experience for clients, vendors and other interested partners.

Based on its ease of use, simplicity and performance, our trending website is an amazing asset towards your buying and selling efforts.

www.dwellingre.com





**We are here to provide you with exceptional
and outstanding legendary customer service.**

Robert Cipolloni
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Broker of Record

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