

Mark Tucker joins DWELLING™ | REAL ESTATE!

INTRODUCTORY COMMUNIQUE



DWELLING™ | REAL ESTATE

Introduction Letter from Mark

Hello to my esteemed clients, colleagues and friends,

I have been thinking a lot about “intention” and what that means.

From Merriam-Webster: *in·ten·tion* | *noun*. *INTENTION, INTENT, PURPOSE, DESIGN, AIM, END, OBJECT, OBJECTIVE, GOAL* meaning, “*what one intends to accomplish or attain.*”

Extending on this concept a little further - to me intention personally means putting purpose behind everything that I do, say, and lean into! In my career, intent means to start implementing plans for these professional goals:

- **Expand my real estate career** and become a “part of something” by working more closely with solid experienced agents.
- **Build my real estate business** by working smarter and allowing more time for relaxation by spending quality time with the people that I love.
- **Maximize the next ten years in business** so that I may realize my work/retirement plan.

Now in my fifth year as an agent, I am proud to have closed forty properties!

Everything from land, manufactured homes, condominiums, and single-family homes. In that five years, I was proud to have worked for Keller Williams, a nationally well-known brand. I am grateful for the training that they provided over the years. However, in that time, I also realized that something very important to me was missing - and that was to be a part of a refined, focused and highly experienced core team.

I decided that DWELLING™ | REAL ESTATE was that team. I have known the Broker and CEO, Robert for 24 plus years and his experience and energy is contagious. I am also thrilled to have met Mark, the Director of Marketing and Business Development for DWELLING™ | REAL ESTATE. His creativity and cutting-edge marketing materials and social media drew me even more to this company.

Through many conversations with my clients, and the many discussions of their life goals, I decided that I needed to adjust mine. I am so grateful for my clients and those conversations!

What does all this mean for you?

I am here and ready to help you with your real estate goals and intentions!

Many of you are coming to beautiful Palm Springs (either full-time or part-time) to escape work pressures, or to simply start to relax here. Perhaps you plan to buy a home and create an oasis for your close friends and family. I'm here to make that happen!

At DWELLING™ | REAL ESTATE, everything we do is with great intention and with commitment - whether it's for our valued clients, our agents or personal professional achievement. As a company, we are committed to being the best that we can be and to empower others to be the best that they can be.

I always loved being a realtor but I am even more energized now! Why? Because I just realized one of the goals above:

I am part of the DWELLING™ | REAL ESTATE Team!

Sincerely,

Mark Tucker



**INTENTION
IS EVERYTHING**

COME INSIDE™



“I’m extremely excited to welcome Mark into our firm. I have known Mark for many, many years in Los Angeles and I am most happy to reunite here with him in Palm Springs. Welcome, Mark!

We are thrilled and honored to have you on our team! Our team has the utmost respect for your outstanding professional commitment and determination. You have already proven yourself to be a successful realtor and we are excited to support your career, expansion and growth!

We are here to support you - your success is our success!”

Robert Cipolloni
CEO, President & Broker of Record
DWELLING™ | REAL ESTATE

Welcome to the team Mark Tucker!



Mark Tucker

DWELLING™ | REAL ESTATE

Real Estate Agent

Mark will focus on Greater Palm Springs



DWELLING™ | REAL ESTATE

DWELLING™ | REAL ESTATE agent **Mark Tucker**

A professional realtor of 5 years – Mark is knowledgeable about the markets and inventory that he serves.

Mark has strong negotiating skills to get you the most value in your real estate needs – while making your most important purchase or sale fun!

Mark is an Indiana native with strong mid-western values that moved to California 31 years ago.

He started in San Diego and traveled to Palm Springs each year. At the time he was self-employed with a successful company that toured art museum exhibitions. After 4 years in San Diego Mark moved to Los Angeles and became a nonprofit fundraising professional raising millions in support for multiple agencies.

Mark has been in Palm Springs for 7 years, during this time he was proud to also receive his experience as the Director of Fundraising Events at the Palm Springs Art Museum.

Specialties:

- Buyer's Agent
- Listing Agent
- Relocation
- Staging

The Number of Homes for Sale Is Increasing

There's no denying the last couple of years have been tough for anyone trying to buy a home because there haven't been enough houses to go around. But things are starting to look up.

There are more homes up for grabs this year.

As Realtor.com explains:

“There were 30.4% more homes actively for sale on a typical day in April compared with the same time in 2023, marking the sixth consecutive month of annual inventory growth.”

But does this growing inventory make house hunting easier? Yes and no.

Even with the growth lately, there are still way fewer homes for sale than there were in the last normal year in the housing market.

What Does This Mean for You?

If you've been looking to buy but put your plans on hold because you just couldn't find what you were searching for, you might see more options now than you did over the past few years – but don't expect a huge selection.

To check out your growing options, it's a good idea to work with a local real estate agent you trust. Real estate is all about location. And an agent can help you get the scoop on the homes available in the area you're interested in.

Bankrate explains:

“In today's homebuying market, it's more important than ever to find a real estate agent who really knows your local area — down to your specific neighborhood — and can help you successfully navigate its unique quirks.”

Bottom Line

Team up with with DWELLING™ | REAL ESTATE, so you've got a local expert on your side who can help you.

We can keep you in the loop on everything that might impact your move, like how many homes are up for sale right now.

How Buying or Selling a Home Benefits Your Community

If you're thinking of buying or selling a house, it's important to know it doesn't just impact you—it helps out the local economy and your community, too.

Every year, the National Association of Realtors (NAR) puts out a report that breaks down the financial impact that comes from people buying and selling homes.

When a house is sold, it really boosts the local economy. That's because of all the people needed to build, fix up, and sell homes. Robert Dietz, Chief Economist at the National Association of Home Builders (NAHB), explains how the housing industry adds jobs to a community:

“ . . . housing is a significant job creator. In fact, for every single-family home built, enough economic activity is generated to sustain three full-time jobs for a year . . . ”

It makes sense that housing creates a lot of jobs because so many different kinds of work are involved in the industry.

Think about all the people involved with selling a house—city officials, contractors, lawyers, real estate agents, specialists, etc. Everyone has a job to do to make your deal go through. So, each transaction is a big help to those who work and live in your community.

Put simply, when you buy or sell a home, you're helping out your neighbors. So, when you decide to move, you're not just meeting your own needs—you're also doing something good for your community. Just knowing your move helps so many people around you can give you a sense of empowerment as you make your decision this year.

Bottom Line

Every time a home is sold, it really helps out the local economy. If you're ready to move, get in touch with a local real estate agent. It won't just change your life—it'll also do a lot of good for the whole community.

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

Questions You May Have About Selling Your House

There's no denying mortgage rates are having a big impact on today's housing market. And that may leave you with some questions about whether it still makes sense to sell your house and make a move.

Here are three of the top questions you may be asking.

1. Should I Wait To Sell?

If you're thinking about waiting to sell until after mortgage rates come down, here's what you need to know. So are a ton of other people. And while mortgage rates are still forecasted to come down later this year, if you wait for that to happen, you may be dealing with a lot more competition as other buyers and sellers jump back in too.

As Bright MLS says:

“Even a modest drop in rates will bring both more buyers and more sellers into the market.”

That means if you are waiting it out, you'll have to deal with things like prices rising faster and more multiple-offer scenarios when you buy your next home.

2. Are Buyers Still Out There?

But that doesn't mean no one is moving right now. There are still plenty of buyers active today. Nationally, demand is still high compared to the last normal years in the housing market (2018-2019).

And that means there's still a market for your house to sell.

3. Can I Afford To Buy My Next Home?

And if you're worried about how you'll afford your next move with today's rates and prices, consider this: you probably have more equity in your current home than you realize.

Homeowners have gained record amounts of equity over the past few years. And that equity can make a big difference when you buy your next home. You may even have enough to be an all-cash buyer and avoid taking out a mortgage altogether. As Jessica Lautz, Deputy Chief Economist at the National Association of Realtors (NAR), says:

“ . . . those who have earned housing equity through home price appreciation are the current winners in today's housing market. One-third of recent home buyers did not finance their home purchase last month—the highest share in a decade. For these buyers, interest rates may be less influential in their purchase decisions.”

Bottom Line

If you've had these three questions on your mind and they've been holding you back from selling...

DWELLING™ | REAL ESTATE can help you get started!

What More Listings Mean When You Sell Your House

The number of homes for sale is playing a big role in today's housing market. And, if you're considering whether or not to list your house, today's limited supply is one of the biggest advantages you have right now. That's because your house stands out more when the inventory is low, especially if it's priced right.

But the supply of homes for sale is growing. As Realtor.com says:

“. . . sellers turned out in higher numbers this March as newly listed homes were 15.5% above last year's levels. This marked the fifth month of increasing listing activity after a 17-month streak of decline.”

What This Means for You

If you've been putting off selling your house, maybe it's time to start thinking about it again – before many of your neighbors do. While we're not going to suddenly have a surplus of homes for sale, each house that pops on the market in your area runs the risk of pulling buyer attention away from yours.

For example, if your neighbor gets in on the action and lists their house too, it means you'll have competition right next door. You don't want buyers to tour your house and fall in love with someone else's. You want yours to be in the spotlight.

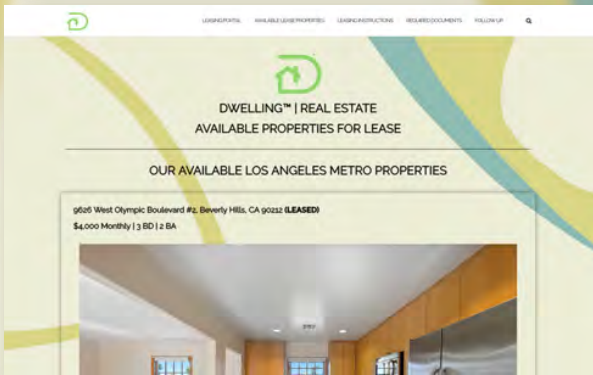
A great agent can make that happen. They'll help you get your house ready to list, draw attention to everything today's buyers are looking for, and help you price it right. That way buyers are really drawn to your listing and eager to make it their home.

If you're ready and able to sell now, here's your chance to get the best of both worlds. Since the supply of homes for sale is growing, you'll have more options for your own move. But you'll also be able to sell while your house will still stand out.

Bottom Line

Even though inventory is still low, you don't want to wait for more competition to pop up in your neighborhood.

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



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

www.dwellingre.com/mark-tucker/



DWELLING™ | REAL ESTATE

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



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