

July/August 2024
COMMUNIQUE

determination : de·ter·mi·na·tion

firm or fixed intention



DWELLING™ | REAL ESTATE

Determination: Firmness of purposes; resolution. Unflinching determination.

Hello, Friends, Family and Valued Clients.

Welcome to our summer edition of the COMMUNIQUE for July/August. This is the time of year where we are trying to withstand the heat or are determined to get out of town to somewhere cooler. I'm actually doing a hybrid and praying for September to hurry up and get here. It is really not that bad to be living and working in triple-digit heat, but you have to take precautions because this is a desert. My recommendations after having lived here for six years is to have your automobile checked out to see if you are good to go; number two, dress appropriately with non-clinging clothing, shorts, loose-fitting shirts or blouses and comfortable shoes that breathe! And number three, hydrate and supplement. Water and electrolyte replenishment is key to avoid getting light-headed, dizzy and nauseous, symptoms I've experienced and now recognize which is the body's way of telling you need water. A fun fact to share is that if you are thirsty, you are already 2% dehydrated.

Every month before writing this message, I am provided with the tenor of our COMMUNIQUE, and this month it's determination. I had to think about how do I express determination? I know I have it because for me it's what gets me out of bed in the morning. It's what revs my internal engine and it's what gets me through the challenges of personal or professional life. But a pure showing of determination came to me when I turned on the news this morning and saw the Olympians demonstrating determination. They are determined to be the best they can be with determination to win.

Perhaps on a different scale, but we all are determined to succeed in life no matter what the goal. And beyond question, at DWELLING™ | REAL ESTATE our crew and associates are determined to be the best we can be from our skill and customer service perspective. We constantly set goals, stay focused, fine-tune our efforts, revisit those goals, review strategies and adjust accordingly if we're not hitting the desired end result. It's a process continually in motion because we are determined to be the best we can be on all levels.

On another note, I'm sure you're aware that gas prices are lowering, interest rates are up and down, but overall moving in the right direction because we are seeing new lows, even if they are at 6-something percent. Remember to not let the interest rates have you pass up on a good investment opportunity if you are determined to acquire property or another investment. The rule to remember is that you marry the property but date the rate.

You can always refinance out at the appropriate time because equity is still on the rise, plus most of the interest is a tax-deductible expense. Be sure to consult with your tax professionals for advice that relates to your portfolio.

In closing, please accept my wishes to enjoy the lazy days of summer, travel safely and stay determined in all that you do!

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



**Determination gives you
the resolve to keep going
in spite of the roadblocks
that lay before you.**

COME INSIDE™

Food for thought!

Life is not without difficulties. Sometimes they can be overwhelming and make you feel like you can't achieve your dreams.

But with determination, there isn't any obstacle that can keep us down for long. Determination gives us the will to succeed.

It can be daunting at times, but that is why it is important to remain focused and determined.

Determination helps us persist when in difficult times. It helps us move ahead without fear until we achieve our goals.

Without it, we might never make it past life roadblocks.



ROBERT CIPOLLONI

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DWELLING™ | REAL ESTATE

Market Expertise (Probate, Residential & Commercial)

Robert's areas of specialty are in the buying, selling and leasing of residential and commercial properties in Los Angeles and the Coachella Valley.

In Los Angeles, he professionally serves his esteemed clientele from Malibu, Santa Monica, Venice to Beverly Hills, Sunset Strip, West Hollywood and Miracle Mile East to Los Feliz and Silver Lake, including urban metro areas such as Downtown Los Angeles where he was a resident for 10 years.

Now residing in Palm Springs, he is an outstanding real estate leader serving distinguished clientele in the Coachella Valley covering Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta and abroad.



Information is knowledge.

How To Determine if You're Ready To Buy a Home

If you're trying to decide if you're ready to buy a home, there's probably a lot on your mind. You're thinking about your finances, today's mortgage rates and home prices, the limited supply of homes for sale, and more. And, you're juggling how all of those things will impact the choice you'll make. While housing market conditions are definitely a factor in your decision, your own personal situation and your finances matter too.

1. Do You Have a Stable Job?

One thing to consider is how stable you feel your employment is. Buying a home is a big purchase, and you're going to sign a home loan stating you'll pay that loan back. That's a big commitment. Knowing you have a reliable job and a steady stream of income coming in can help put your mind at ease when making such a large purchase.

2. Have You Figured Out What You Can Afford?

If you have reliable paychecks coming in, the next thing to figure out is what you can afford. That'll depend on your spending habits, debt, and more. To be sure you have a good idea of what to expect from a number's perspective, start by talking to a trusted lender.

They'll be able to tell you about the pre-approval process and what you're qualified to borrow, current mortgage rates and your approximate monthly payment, closing costs to anticipate, and other expenses you'll want to budget for. That way you can make an informed decision about whether you're ready to buy.

3. Do You Have an Emergency Fund?

Another key factor is whether you'll have enough cash left over in case of an emergency. While that's not fun to think about, it's an important thing to consider. You don't want to overextend on the house, and then not be able to weather a storm if one comes along. As CNET says:

"You'll want to have a financial cushion that can cover several months of living expenses, including mortgage payments, in case of unforeseen circumstances, such as job loss or medical emergencies."

4. How Long Do You Plan To Live There?

It was mentioned above, but buying a home involves some upfront expenses. And while you'll get that money back (and more) as you gain equity, that process takes time. So, think about your future. If you plan to transfer to a new city with the upcoming promotion you're working toward or you anticipate your loved ones will need you to move closer to take care of them, that's something to factor in.

5. Above all else, the most important question to answer is: do you have a team of real estate professionals in place?

If not, finding a trusted local agent and a lender is a good first step. The pros can talk you through your options and help you decide if you're ready to take the plunge or if you have a few more things to get in order first.

Bottom Line

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

Why Working with a Real Estate Professional Is Crucial Right Now

Navigating the housing market can be tricky, especially these days. That's why having an experienced guide when buying or selling a home is so important. The market isn't exactly straightforward right now, and working with a real estate expert can offer insights and advice that make all the difference. While today's market conditions might seem confusing or overwhelming, you don't have to handle them alone. With a trusted expert leading you through every step, you can navigate the process with the clarity and confidence you deserve. Here are just a few of the ways a real estate expert is invaluable:

Contracts – Agents help with the disclosures and contracts necessary in today's heavily regulated environment.

Experience – In today's market, experience is crucial. Real estate professionals know the entire sales process, including how it's changing right now.

Negotiations – Your real estate advisor acts as a buffer in negotiations with all parties, and advocates for your best interests throughout the entire transaction.

Industry Expertise – Knowledge is power in today's market, and your advisor will simply and effectively explain processes, market conditions, and key terms, translating what they mean for you along the way along the way.

Pricing – A real estate professional understands current real estate values when setting the price of your home or helping you make an offer to purchase one. Pricing matters more than ever right now, so having expert advice will help ensure you're set up for success.

A real estate agent is a crucial guide through this challenging market, but not all agents are created equal. A true expert can carefully walk you through the whole real estate process, look out for your unique needs, and advise you on the best ways to achieve success. Finding an expert real estate advisor – not just any agent – should be your top priority if you want to buy or sell a home. As Bankrate says:

“Real estate is very localized, and you want someone who's extremely knowledgeable about the market in your specific area. You should also look for someone with a successful track record of negotiating and closing deals, preferably for homes similar to the kind you want to buy.”

What's the Key To Choosing the Right Expert?

Like any relationship, it starts with trust. You'll want to know you can depend on that person to always put you and your best interests first. That means hiring a true professional. As Business Insider explains:

“As long as you've properly vetted the agents you're considering and ensured they have the necessary expertise, it's ok to go with your gut when making your final decision on which real estate agent you want to work with. You're going to be working closely with this person, so it's important to choose an agent you're comfortable with.”

Bottom Line

It's critical to have an expert on your side who's well-versed in navigating today's housing market dynamics. If you're planning to buy or sell a home this year, connect with DWELLING™ | REAL ESTATE, we will give you the best advice and guide you along the way.

Real Estate Still Holds the Title of Best Long-Term Investment

With all the headlines circulating about home prices and mortgage rates, you may be asking yourself if it still makes sense to buy a home right now, or if it's better to keep renting. Here's some information that could help put your mind at ease by showing that investing in a home is still a powerful decision.

According to the experts at Gallup, real estate has been crowned the top long-term investment for a whopping 12 years in a row. It has consistently beat out other investment types like gold, stocks, and bonds.

But why does real estate continue to reign supreme as a top-notch long-term investment?

It's because, even today, buying a home can be your golden ticket to building wealth over time.

Unlike other investments that can feel a bit like riding a rollercoaster with all the ups and downs and ongoing risk factors, real estate follows a more predictable and positive pattern.

History shows home values usually rise.

And while prices may vary by market, that means as time goes by, your house is likely to appreciate in value. And that helps you grow your net worth in a big way. As an article from Realtor.com explains:

“Homeownership has long been tied to building wealth—and for good reason. Instead of throwing rent money out the window each month, owning a home allows you to build home equity. And over time, equity can turn your mortgage debt into a sizeable asset.”

So, if you're on the fence about whether to rent or buy, remember that real estate was consistently voted the best long-term investment for a reason. And if you want to get in on that action, it may make sense to go ahead and buy (if you're ready and able).

Bottom Line

When it comes to building wealth that stands the test of time, real estate is the name of the game. If you're ready to start on your own journey toward homeownership, connect with me today.

Why Your Asking Price Matters Even More Right Now

If you're thinking about selling your house, here's something you really need to know. And even though it's still a seller's market today, you can't pick just any price for your listing. While home prices are still appreciating in most areas, they're climbing at a slower pace because higher mortgage rates are still putting a squeeze on buyer demand. At the same time, the supply of homes for sale is growing. That means buyers have more options and your house may not stand out as much, if it's not priced right. Those two factors combined are why the asking price you set for your house is more important today than it has been in recent years.

And some sellers are finding that out the hard way. That's leading to more price reductions. Mike Simonsen, Founder and President of ALTOS Research, explains:

“Looking at the price reductions data set . . . It all fits in the same pattern of increasing supply and homebuyer demand that is just exhausted by high mortgage rates. . . As home sellers are faced with less demand than they expected, more of them have to reduce their prices.”

That's because they haven't adjusted their expectations to today's market. Maybe they're not working with an agent, so they don't know what's happening around them. Or they're not using an agent who prioritizes being a local market expert. Either way, they aren't basing their pricing decision on the latest data available – and that's a miss. If you want to avoid making a pricing mistake that could turn away buyers and delay your sale, you need to work with an agent who really knows your local market. If you lean on the right agent, they'll help you avoid making mistakes like:

Setting a Price That's Too High: Some sellers have unrealistic expectations about how much their house is worth. That's because they base their price on their gut or their bottom line, not the data. An agent will help you base your price on facts, not opinion, so you have a better chance of hitting the mark.

Not Considering What Houses Are Actually Selling for: Without an agent's help, some sellers may use the wrong comparable sales (comps) in their area and misjudge the market value of their home. An agent has the expertise needed to find true comps. And they'll use those to give you valuable insights into how to price your house in a way that's competitive for you and your future buyer.

Overestimating Home Improvements: Sellers who have invested a significant amount of money in home improvements may overestimate how much those upgrades affect their home's value. While certain improvements can increase a home's appeal, not all upgrades are going to get a great return on their investment. An agent factors in what you've done and what buyers in your area actually want as they set the price.

Ignoring Feedback and Market Response: Some sellers may be resistant to lowering their asking price based on feedback they're getting in open houses. An agent will remind the seller how important it is to be flexible and respond to market feedback in order to attract qualified buyers.

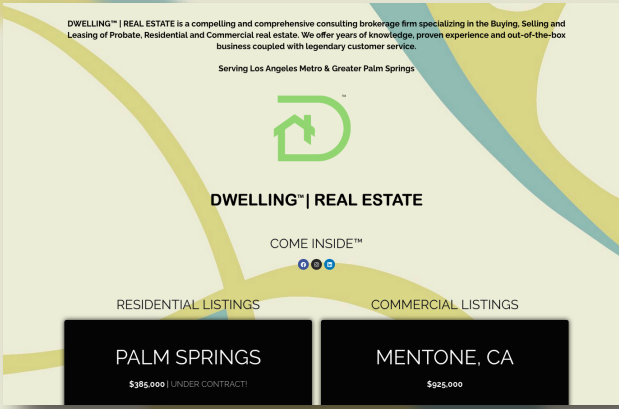
In the end, accurate pricing depends on current market conditions – and only an agent has all the data and information necessary to find the right price for your house. The right agent will use that expertise to develop a pricing strategy that's based on current market conditions and designed to get your house sold. That way you don't miss the mark.

Bottom Line

The right asking price is even more important today than it's been over the last few years. To avoid making a costly mistake, connect with me and DWELLING™ | REAL ESTATE.

Thinking of Buying or Selling?

Reach out to me.



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.

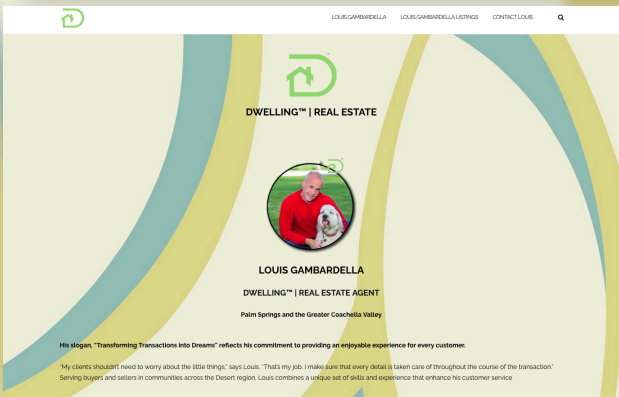
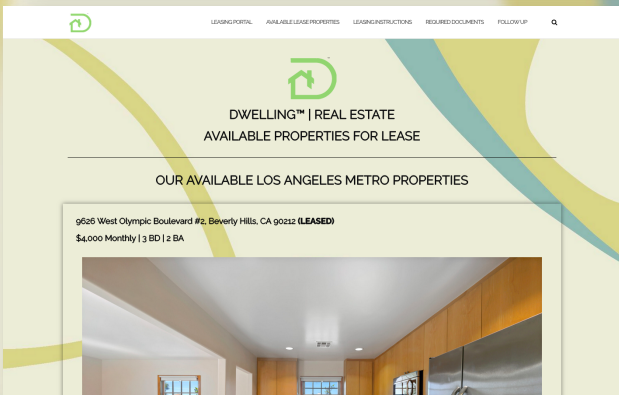
Among some of its many features, it hosts listings, videos, flyers, offering memorandums, 3D tours and location maps, client check in pages for listings, images, our press releases, reports, contacts, community partners, office locations and our Leasing Portal and COMMUNIQUE.

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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