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JON RADEMACHER'S

MARKETWATCH

*Real Estate news for
those on the move*

www.JonRademacher.com

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Real Results from Real People

Working with Jon Rademacher was without a doubt the best decision I could have possibly made. The process of buying a house is very intimidating when you're a first-time home buyer. During every step of my journey I was secure and confident that I was making the right moves. No matter how many questions or other things I asked of him he always had the answer and was happy to help guide me. On the business side of things he is extremely knowledgeable, professional and trustworthy. You know he is looking out for your best interests. At the same time he is one of the most genuine people I have ever met. You can tell he actually cares about your future and that you're truly satisfied as a client. If I ever need to buy or sell a house again without hesitation I will call Jon. I would recommend his services to anyone needing to buy or sell a home and have a great experience doing it.

Joel Knott
Lincoln

Happy Home Anniversary!

Cally Keim (6)

Norm & Carole Harley (3)

Bob & Darlene Rademacher (7)

Dean & Luann Gorgen (7)

Chris & Traci Nelson (4)

Joan Junkin (2)

Nadhim Al-ameri (7)

Kelli Mackenzie (4)

Keith & Tessa Hughes (9)

Patrick & Julie Finnegan (9)

Frank Peterkin (1)

Chris Baranko (1)



Communicating with your agent

You've decided to move. Your house is listed and you've started to pack, but you haven't heard from your agent in a while. Is she still around? Is she still trying to get your house sold?

That's actually the top complaint from home sellers, according to the National Association of Realtors. The sign goes in the yard and then the agent disappears. What the heck?!

I can't speak for other agents – all are independent business owners and it's not my place to tell them how to conduct their business. I do think it's important to stay in frequent contact with my sellers, however – they're paying me a professional fee to sell their home, so I think it's important they know what's going on!

It might be tempting for an agent not to communicate if nothing is happening with the house. If the property isn't being shown, or there's really nothing to report, it's tough to call the seller and say, "I really don't have anything new to tell you." If the house isn't being shown, though, there's probably a reason why, and that's when communication is critical – it's up to the seller and the agent together to figure out a solution.

Before I list any home, I consult with the sellers and point out any areas that buyers might object to. Ideally we can address those issues before listing the house. Once we're on the market, though, we need to be responsive to any feedback we get from buyers or other agents. Maybe we've overlooked something. Whatever that feedback might be, I share it with my sellers immediately, usually via email.

In addition to instant feedback like that, my sellers also hear from me once a week with a detailed email update. I let them know how many people have looked at their home online in the past week. If we're planning an open house for the following Sunday, I tell them the time. I also let them know what's going on in their neighborhood – are there new listings that will compete with theirs? Have any of the nearby listings sold or closed, or been taken off the market? It's important to know what activity is happening around them, and we need to be aware of that.

Bottom line – you're a partner with your agent in the home selling process, and you should expect to have an ongoing dialog from listing until closing.

It's YOUR Move



What's not to love? This beautiful stone ranch has been very nicely kept and it shows! Gleaming hardwood floors welcome you inside. Updated kitchen and bath. Finished basement with a giant family room, non-conforming bedroom and spacious laundry and bath. Huge fenced backyard with two storage sheds. Great location in an established neighborhood.

2001 Morningside Dr



Opportunity knocks. It won't take much to put your stamp on this great home! Low maintenance exterior, newer windows, and a backyard that opens to a spacious commons area. There is a private fenced area off the master bedroom. This home is handicap accessible with a protected ramp to the porch and front door. Priced below the owner's purchase price ten years ago and ready for a new owner!

3600 NW Michael St



Nicely remodeled home on a pretty street! 2 large bedrooms on main floor & 2 more legal bedrooms in the finished basement. Fenced yard and an oversized garage, plus additional parking space in the extra-wide driveway. Nothing to do here but move in and enjoy!

6210 Colfax Ave

LOCAL MARKET ACTIVITY - MAY

	2012	2013	2014
New home sales closed (mo):	50	64	50
Avg. sale price of new homes closed (mo):	\$203,414	\$238,283	\$276,658
Existing home sales closed (mo):	338	308	372
Avg. sale price of existing homes closed (mo):	\$153,648	\$149,218	\$153,744
Total single-family residential sales closed (mo):	388	450	422
Avg. sale price of single-family residential sales closed (mo):	\$160,061	\$165,190	\$168,307

Note: This representation is based in whole or in part on data supplied by the REALTORS® Association of Lincoln or Midlands MLS Inc. Neither the REALTORS® Association of Lincoln nor Midlands MLS Inc. guarantees or is in any responsible for its accuracy. Data maintained by the REALTORS® Association of Lincoln or Midlands MLS Inc. may not reflect all real estate activity in the market.

REAL ESTATE 202

Q: How important are the pictures of your property ?

A: The pictures are the first 'showing' of your property! It's extremely important to make a good first impression, so high-quality pictures are critical. In fact, if the pictures aren't great, the buyers may decide not to visit your house in person!

Generally speaking, pictures should be bright and show each room in the house with plenty of light. (It's sad how many dark pictures make it online to the MLS or a broker's website!) Rooms should be prepared for pictures by showing their best – that means de-cluttering, if necessary! *If in doubt, take it out!* The 'street picture' can't be underestimated, either – if there are cars in the driveway, they need to be moved. Garbage totes should be placed in the garage or hidden around the side of the house. Bikes or toys or gardening equipment all needs to be out of sight so the buyer can get a true glimpse of the house at its best.

Pets should be absent from property photos (I'll admit, I've been guilty of this one!) Beds should always be made with the comforters smoothed. In the wintertime, make sure the driveway and sidewalk are shoveled before pictures are taken! And if your Realtor shows up to take pictures with his cell phone ... not a good sign. High-quality photos can't be underestimated – they help your home smile a warm welcome to its new owners!

If you think this issue is worth reading, pass it on! Someone you know - a friend, family member, or co-worker - is considering a move right now, and they'll appreciate that you shared this page with them!

RealtyUnderground.com

- Do you need to protest your property's home valuation?
- Shared living options for seniors
- 8 tips to add curb appeal
- Lots of Great Information for Buyers and Sellers!



I prefer dangerous freedom
over peaceful slavery.
Thomas Jefferson