



Tri-City Real Estate News

Prescott · Prescott Valley · Chino Valley ARIZONA · USA

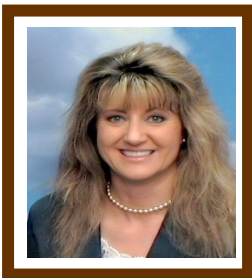
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(NEW As of April 2009)
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OFFICE IS WHERE THE TECHNOLOGY IS

Same Great Service; Business As Usual; New Pied-à-Terre

Our real estate office is wherever we sit with our laptops, e-keys, and cell phones. We have harnessed technology to rapidly, expertly and accurately respond to your personal needs.

When buying or selling a property, you work with us from the comfort of your home or office and in your own time. We are where you need us, when you need us, and out in the field working on your behalf the remainder of the time.

Now, our Russ Lyon Sotheby's International Realty office here in Prescott has come around to our way of thinking. The physical office has been moved to a brighter and more accessible location at **1579 West Gurley Street, Suite B, Prescott, AZ 86305.**

You may want to mark your address book if you plan to route us anything via the United States Postal Service, Federal Express, UPS, or similar delivery services. As always, please set an appointment before dropping by so we can meet you there.

Otherwise, it's business as usual. Virtually.

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REQUIRED: PATIENCE WITH "BOSS"

The business world morphs into a happier place if you know how to have fun with it. This is true of anything life sends our way. Bad things trigger whining, while success brings big smiles.

Take the alphabet. The alphabet can be can be a warm and fuzzy thing. Moms heat chicken soup with alphabet noodles to soothe a cold or flu. A popular author has created more of the same for the soul. Teens use their cell phones to text their moods : LOL (Laugh Out Loud) or BFF (Best Friend Forever).

We have created several alphabet mixes of our own. They help us quickly label projects and situations. Our newest selection is for Bank-Owned and Short Sale properties. It speaks to our dilemma with these sales: who IS the boss?

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DEBBIE, SUE, AND TECHNOLOGY TOO!

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Our goal is to provide you with your most pleasant and worry-free real estate experience ever. To accomplish this, we have created a seamless kit of tools filled with everything needed to keep you in tune with real estate opportunities and trends.

Our Toolkit comes with our personal guarantee of top-notch advice, counsel, and customer care. This Toolkit is a winning combination for you, your family, and your friends. We are pretty excited about the Toolkit: what it has done for past clients and what it can do for you. We're still tweaking it, so feel free to let us know what you think. Meanwhile, here are some of the tools we use and how they benefit you.

Ekey - Showing property requires having access to it. The latest technology is an "e-key", whereby a Palm or similar device is used to unlock a key box. An infrared feature beams an Agent's pass code to the lock-box and voilà, the box opens. The Agent removes the key, opens the door, shows the property, and returns the key to the box when finished. The infrared system logs the Agent's visit and informs the Listing Agent of the showing.

Portable Document Format (PDF) — The free Adobe Reader that you often are invited to download from the web is a popular software for this format. A full version of the Adobe Acrobat program enables us to save any word, spreadsheet or other document on our computer in this very safe format. A PDF file keeps the integrity of the data intact because it generally bars editing and/or transmission of viruses.

Electronic fax - Transmissions can now be sent to online fax gateways, which securely capture and forward documents to our email inboxes. The originator of an electronic fax can send a fax to one of our numbers using a standard fax machine. Your very important documents arrive safely and securely.

Email - Our email servers have fairly tight net access restrictions. This helps prevent unauthorized use of our accounts by spammers, phishers, and other abusers of the Internet.

Shopping Carte - We have our very own shopping carte, just like the online shopping catalogs. When you give us detailed information about what you seek in a property, we load that information into our software and find Listings that meet your needs. Then, we send you Listings that match your needs as they come on market. The sooner you are aware of properties, the more quickly you can act on them.

Photo Gallery - A wise Chinese Emperor long ago told the world that "a picture speaks a thousand words". Those thousand words are encapsulated into the tiny little dots (or pixels) that make up digital images. When we list properties, we give our Sellers optimal exposure of their homes or land by attaching as many photos as possible.

Virtual Tours - If still photos can speak thousands of words for a Seller's property, imagine what Virtual Tours can do. These "tours" feature panoramic still photos stitched together to look like a video. They can come with or without canned music, additional text, varied layouts, and a whole range of additional features.

Web Sites - Our own personal web sites - www.debbiedunbar.com and www.suemarceau.com - have full access for Buyers to search the Multiple Listing Service (MLS). Additional web tools are available

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SALES RESULTS IN PRESCOTT BY SUBDIVISION

Homes Sold ~ 1Q2009 ~ Prescott, AZ

Subdivision	Homes Sold	Sold Low 000s	Sold High 000s	Avg Sold 000s	Avg Days On Market	Avg Dollars / Sq Ft
American Ranch						
Cathedral Pines						
Cliff Rose	3	\$170	\$260	\$217	73	\$132
Eagle Ridge	1	\$295	\$295	\$295	285	\$111
Forest Trails	1	\$175	\$175	\$175	44	\$110
Granite Oaks						
Hassayampa						
Hidden Valley Ranch	5	\$285	\$575	\$404	169	\$146
Inscription Canyon	1	\$525	\$525	\$525	197	\$233
Kingswood						
Pinon Oaks	9	\$256	\$405	\$344	227	\$145
Prescott Highlands	1	\$440	\$440	\$440	618	\$126
Prescott Lakes	6	\$250	\$468	\$364	200	\$147
Ranch At Prescott						
Southview	1	\$462	\$462	\$462	271	\$187
Talking Rock Ranch						
Timberridge	1	\$300	\$300	\$300	232	\$157
Whispering Canyon	1	\$375	\$375	\$375	52	\$130
Wildwood	2	\$225	\$275	\$233	6	\$105
Yavapai Hills	7	\$420	\$220	\$308	169	\$115
All of Prescott	100	\$60	\$699	\$302	145	\$145

Source: Prescott Area Association of REALTORS® (PAAR) Multiple Listing Service (MLS)

Figures represent only site-built single family homes ~ no condos, townhomes or manufactured homes.

Only a sampling of popular subdivisions is shown and does not compute to the "All of Prescott" statistics.

Subdivisions such as Talking Rock Ranch, Whispering Canyon, and Inscription Canyon feature larger parcel sizes than other areas in this report. The dollars per square foot calculation on these properties therefore skews high because the land value is not calculated separately on any property in this report. .

MORE TECHNOLOGY TO HELP YOU BUY OR SELL

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through our Russ Lyon and Sotheby's International Realty sites. Another plus is our ability to provide more photos and text via our enhanced services on www.realtor.com. More on all of that in some future newsletter.

Electronic Signatures - Digital signatures make transactions easy for our Buyers and Sellers, no matter where they are. With access to the Internet and email, our clients simply respond to an email invitation we send them to sign off on official transaction documents. Our system walks them through setting up a password, choosing a signature font, and then going through a document to initial, sign, and date where indicated.

Wiring Earnest Money - Earnest Money is a traditional way for Buyers to demonstrate commitment to a Purchase Contract. Buyers often write checks to the Escrow Company and leave them with us for deposit once an offer has been accepted. We like to take this one technological step further and recommend that our Buyers check with their bank about wiring the Earnest Money directly to the Escrow Company. Some banks offer free or inexpensive wires to account holders.

We remain committed to the fine art of communication to complement our creative focus on the science of technology. The blending of art and science is a value add that our clients have told us they appreciate.

Out On the Town

Phippen Memorial Western Art Show

May 23, 24 and 25

9 AM to 6 PM Saturday and Sunday

9 AM to 3 PM Monday

Courthouse Square

Prescott

Info: 928-778-1385

5th Annual Southwest Indian Arts Festival

May 30 and 31

9 AM to 5 PM Saturday

9 AM to 4 PM Sunday

Smoki Museum

147 N. Arizona Street

Prescott

Info: 928-445-1230

Arizona History Adventure:

Bringing to Life Arizona's Territorial Past

June 13

10 AM to 3 PM

Sharlot Hall Museum

415 W. Gurley Street

Prescott

Info: 928-445-3122, Ext. 17

World's Oldest Rodeo / Prescott Frontier Days®

June 29—July 5

Afternoon and Evening Performances

Parades, Rodeo Dance, Fine Arts & Crafts Show

Rodeo Grounds, Courthouse Square, Other Venues

Prescott

Info: www.worldsoldestrodeo.com/schedule.html

Who's The Boss?

FINDING THE DECISION-MAKER: KEY CHALLENGE IN BOSS PROPERTIES

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Bank-Owned and Short Sale Properties (BOSS) are not so different from other real estate transactions. Additional contract documents are required and Seller's Lender is the decision-maker.

Buyer and Seller are at the mercy of a Lender-assigned negotiator or asset manager, who ultimately determines the timing, sales price, and final terms. The property usually is sold "as is", with few Seller-paid concessions, and a long decision window.

Getting to the negotiator leads to the "who is the boss" question. There generally are several departments and outside parties to a lending institution involved in a BOSS transaction. Because Lenders are not property managers, they often hire outside firms to direct a transaction.

What this means to the real estate agent is a much larger pool of players to bring a property to close. That's where our own negotiation, duty, and contract management skills enter the picture. Oh, and lest we forget: extreme patience all around.