

# Real Estate CORNER



JANUARY 2021

## 2021 Seller To Do List

- Find out your home's worth by using an online valuation (like on ShowMeHome.com) or for something more precise, call an experienced local Realtor.
- Meet with a Realtor to review the market, your options, and whether there are any "to do" items that will help you get top dollar when you're ready.
- Hire a Realtor with a proven marketing plan and track record.
- Set the price for your home with your agent's guidance.
- Have a plan for what you'll do when your house sells. Will you require rent back? Can you afford to buy a home before you sell yours?
- Put your house on the market.
- Review offers as they come in, then negotiate and select the best offer.
- Once the offer is accepted, you'll move through the escrow process as the buyer does their due diligence.
- Finalize your living arrangements for your next place. Have you placed any offers on a new home? Will you be staying with a family member for a while?
- Start switching over utility bills from your name to the new owner's name.
- Once escrow closes, hand over the keys and start your next adventure!

## Are You Ready For 2021?

2020 is finally behind us! It's time for planning out new years and depending on your plans, new starts! If you're planning to buy or sell this year, you've got your work cut out for you, but luckily we've already have your (simplified) real estate to do lists ready for you! Take a look to see the basics of what your real estate journey could like like this year.



Even if you're not planning a move, homeownership still takes work! Your to do list is shorter, but keep these four things in mind throughout the year.

1. Have you refinanced your home to take advantage of low interest rates yet?
2. Start the new year with cleaning out your home and checking for any repairs you may need.
3. Find out what your home is worth these days either by talking to a Realtor or doing an automatic home valuation. Hey, it can't hurt to know right?
4. Start that DIY project you've been dying to try. Just make sure to check with a Realtor before making any big changes!

As always, The Shannon Jones is just a phone call away and ready to help you with your real estate planning!

## 2021 Buyer To Do List

- Research the areas you're interested in.
- Talk to a Realtor and ask all your questions.
- Set up an online housing search so you can see all the available homes for sale that match your criteria.
- Talk to a lender to determine your budget and get pre-approved.
- Create a game plan with your agent.
- Be patient and keep an open mind. The right house for you is out there - but it may not look exactly like you thought originally.
- Once you find the right house, work with your agent to make a competitive offer.
- Fingers crossed!
- When the offer is accepted you'll move through the escrow process. Again, patience is key here, along with knowledge.
- After escrow, get the keys, move in, celebrate!

# Your Guide to 2021 Home Design Trends

At The Shannon Jones Team we always keep up with the latest real estate trends, but we can't help but check out the latest home decor trends as well! If you're looking to refresh your home, here are some popular 2021 trends to give you some inspiration!

## Navy Blue

We've seen some navy trends this year, but in 2021 navy blue is poised to make a grand entrance! Expect to see navy furniture, cabinets, and even wall colors. It can create a trendy, but sophisticated look in the home.

Honorable Mentions: If you like the idea of a navy blue wall, bold wall colors and "statement" walls will also be popular this year.

## Cottagecore

It's not just for trendy Instagram accounts anymore, cottagecore is going more and more mainstream. This 2021 home design trend started in Scandinavia but is picking up steam as people crave a more sustainable, slower life. So what does this look like in real life? Think English countryside. Floral prints and natural materials are a great place to start. Look to nature for inspiration and even incorporate wildflowers or dried herbs. Other great places to find cottagecore pieces are thrift shops or vintage stores. Don't forget to listen to Taylor Swift's whimsical Folklore album as you decorate!

## Light Toned Woods

Goodbye dark wood shades, hello blonde oak! Lighter shades of wood help create modern, cozy-looking spaces and can even make a room feel bigger. Some are attributing the rise in this trend to another popular one: minimalism. A light wood works perfectly in a minimalist, zen room. Plus, they work in most decor styles. Work light woods into your furniture, cabinets, floorings, and even your ceiling!

## 80s Style Decor

They say all trends come back eventually and the 80s are no exception! Get ready to see lots of geometric shapes and pop art in people's homes. Trend experts are expecting lots of bold patterns and colors and playful shapes. If you're not quite ready to go full 80s, maybe start with one piece of pop art on the walls or try a light fixture in a fun, funky shape.

## Neutrals

Neutral palettes will continue to be popular design trends. Soothing beiges and greys will be popular for both wall colors and furniture. But if you're bored with those, try adding in a soft pink for a calming effect.



except what we know right now, and what we know is the market is hot!

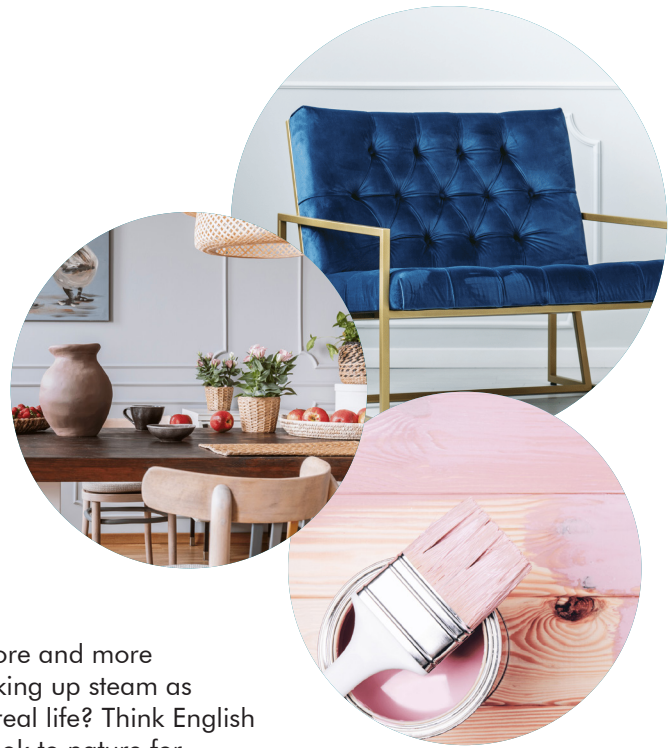
## Grandmillennial

Here's a trend we didn't see coming: the grandma aesthetic coming back! According to interior designer Kevin Isbell, millennials want to rebel against their parents and their styles. In an interview with Better Homes & Gardens he said: *"Raised during the mass market furniture explosion, they are rebelling against the monochromatic catalog looks that they were raised with and are looking to earlier generations for inspiration."*

## 2021 Home Design Trends...and Beyond!

While we love all these fun 2021 home design trends (and can't wait to see how people bring them to life) these aren't the only trends we're keeping track of. As always, our team is keeping a close eye on the housing market. While we predict that mortgage rates will stay low and home prices will go up, COVID-19 is still a wild card. There are no guarantees

When you're ready to explore your real estate options for 2021, give us a call! We'd love to chat!



## Local Spotlight:

# Good Sh!t Long Beach

Have you ever wished there was a local group to help you get rid of extra clothes or furniture? Or what if you're looking for secondhand items and don't know where to start? Enter Good Sh\*t Long Beach, a Facebook group dedicated to "rehousing" items in Long Beach. You can find anything from furniture, to books, to kid items!

The Good Sh\*t group has been instrumental in helping the Long Beach community during a very difficult time. Members have come together to collect items for expectant moms leaving bad relationships, families who are down on their luck, and others who need a helping hand. It has truly become a community of people dedicated to helping each other.

Shannon has used the group to find new homes for dishes, stemware, candles, scarves, furniture, and more. In December, Christmas tree stands were a hot commodity, with people both offering them and looking for them. Vinyl albums, bicycles, a gymnastics kip bar, jewelry, small appliances and more were also among the recently offered items. Some items are given away to the first responder, while others with high interest may be "raffled" off, but everything offered is free and posts sometimes have a little humor injected. (One recent post: "Bathroom scale. Get it out of my house please. I think it's broken because it keeps going higher and higher and higher.")

If you haven't joined the group yet, be sure to check them out on Facebook. (You may see Shannon Jones Team members on there from time to time too!)



## Real Estate TV Shows: Fact or Fiction?

Who doesn't love a good reality show? If it's one about real estate that's even better, right? While they are definitely entertaining, not all of them are depicting a transparent reality. Here's what we think about two of the most popular shows.

Want to see our ratings of five other reality shows? Head over to our recent blog post on ShowMeHome.com to check it out!

**Love It Or List It** - Each episode features a family who is torn between staying in their current home but making renovations to improve their quality of living, or sell the home and move to a new one. There is a real estate agent who is basically competing with an interior designer to try and win over the family. The two hosts and the family go through the process of making the renovations and looking at homes. In the end, the family decides if they're going to "love it" aka keep their house, "or list it," aka sell their house.

*Shannon Jones Team Score: 3.5 stars*



What we think a reality show featuring the Shannon Jones Team might look like!

Love it or List It is a great example of how much location affects the price of a home. Something that can come as a shock to homeowners in real life. It also shows real-life examples of how important compromise can be when you're in the housing market and have to make a decision that impacts the whole family. The show loses a few points from us, however, because some of the renovation budgets are a little unreasonable. Plus, one homeowner sued the show in 2016 for their renovation, claiming it was been poorly executed.

**Property Brothers** - Property Brothers features twin brothers Drew and Jonathan. Drew is a real estate pro and Jonathan is a licensed contractor. Drew takes families through a few of their "dream homes," and explains the reality of what getting everything on their wish list would actually cost. Afterward, he shows them some "fixer-uppers" that could be renovated to meet their needs. Once they choose one, Jonathan creates a design plan, and the family is left with a dream home that stays within their dream budget. For the most part.

*Shannon Jones Team Score: 4 stars*

We like this real estate tv show because it illustrates how homes can be transformed into exactly what you want – even if it doesn't show well at first. It doesn't get a 5/5 though because the timeline depicted is unreasonable. With renovations, (especially in California) a lot of permitting is involved so projects tend to take longer.



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## Meet **KELLI!**

We recently added a new member to our team! We are so excited to introduce you to Kelli Handy, our new operations manager.

Kelli got her real estate license in 2005, while working as an Account Executive for a Fortune 100 Company. She took the plunge and jumped into real estate in 2006, during a tough short sale market. However, she doesn't let challenges stop her, so she pushed hard and became the top producer in her district for 2 years. After that, some higher ups in the company asked her to move to the management side of real estate where she's been managing offices and agents ever since.

Kelli has a BA from Northwestern University where she played softball as a Wildcat! Kelli loves her family and pets, and appreciates quality time with both. She also enjoys seeing her clients happy as she helps guide them through a successful real estate transaction.



## PROPOSITION 19 EXPLAINED

In the November election, Proposition 19 narrowly passed by less than 3%. With Prop 10, homeowners who are 55+ and have lost their home in a natural disaster, but are worried about moving because of higher taxes, can

now transfer their tax assessment to a more expensive home three times. Previously, they were only allowed to do this once. The thought is that home sales will increase if higher taxes are no longer a concern.

Prop 19 also eliminated an exemption. Previously, someone could transfer a house to a child or grandchild and the heir would inherit the same property taxes as the gifter. However, the heir will now have their tax value reassessed.

For more information, please visit our website where you can find a recent interview we did with Kevin Kelly of OC Title. Please feel free to reach out to us with any other questions and we can point you in the direction of an answer!

Prop 19 will take effect on February 15, 2021.