

LUXURIOUS LIVING NEWSLETTER



Builder's Own Becomes Next Best Buy in Sonoran Highlands

2400 N. Alma School Road, #23, Scottsdale

Beautifully constructed on a private lot in Sonoran Highlands, this unique residence is perfect for a corporate retreat or living with extended family. The owner designed this 8,313 square foot home to feel like two homes in one with spacious wings that include two kitchens, 6 bedrooms, 7.5 baths, a circular wine cellar, custom cabinetry, multiple outdoor living areas and gorgeous sunset and Pinnacle Peak Views.

This home is currently priced to sell at \$2,675,000 and has been reduced from over \$4 million. Will only be available until the end of October 2010. For more information about this opportunity, visit <http://www.scottsdalerealestates.com/properties>.



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Your resource for all things luxury real estate.

FREE MOBILE SEARCH

TEXT: luxhome

TO: 87778

Why Luxury Homeowners Should List Their Residences For Sale This Fall

Fall is always the most anticipated time of year in Arizona. The weather starts to cool and visitors abound. So, what does that translate into for homeowners interested in selling their homes? Opportunity.

There's no better time to consider listing your home than this time of year. Our seasonal guests flock town to enjoy the vast array of outdoor activities, spas and premier golf courses. They stay in local resorts, vacation rentals and with friends and family. And, when they return year after year, often enjoy looking at homes throughout the valley and contemplate the possibility of a purchase.

Getting Your Home Ready for Sale This Fall

1. Deep Clean, Organize & De-Clutter
2. De-personalize
3. Clean Carpets and Windows
4. Stage or Re-Stage Interiors
5. Trim Landscaping & Plant Colorful Flowers
6. Repair items that need attention
7. Call your real estate professional to talk about what your home is worth to get it SOLD!



Does Staging A Home Make A Difference In The Time It Takes To Sell?

One of the most important factors in selling a home, especially in today's stressed market conditions, is the way it makes buyers feel at the moment they enter. Staging is an effective way to bring life to a home that is vacant, partially furnished or simply outdated.

The goal of a staged home is to create the best first impression, and by doing so, oftentimes creates an emotional bond with a buyer. If your home is staged and is competing against other homes in the same price range that don't show as well, your home will be noticed and remembered.

If staging doesn't come naturally, talk to a professional stager or your real estate professional about easy ways to get your home ready for sale.



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Russ Lyon


Sotheby's
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*“It’s not always what you know, it’s who you choose to partner with.”
on real estate*

Did You Know?

- 362 homes sold in Scottsdale YTD over \$1m
- \$1,867,235 was the average price in Scottsdale
- 163 homes sold in Paradise Valley YTD over \$1m
- \$2,181,027 was the average sales price in PV



Working with Buyers and Sellers Who Desire An Unmatched Level of Service and Knowledge

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HR-4872 & How It Affects Your Real Estate Sales

Many homeowners are concerned about the new Medicare tax related to the sale of real property. HR-4872, a.k.a. the Health Care and Education Reconciliation Act of 2010, included a sub-section called Chapter 2A - Unearned Income Medicare Contribution. According to the Act, unearned income over \$250,000 for individuals and \$500,000 per couple is subject to a 3.8% Medicare tax.

For more details and a copy of the official Act, please visit <http://www.scottsdalerealestates.com/hr4872>

New Correspondent Lender Is A One-Stop-Shop

With the turn in the economy, obtaining financing has been one of the most grueling processes when buying a home. Although rates remain at all-time lows, there is still uncertainty as to the success of every application.

Primary Residential Mortgage, Inc. in Scottsdale is a correspondent lender with access to six of the top banks and the ability to broker loans. This is extremely beneficial as applicants can call one representative and get rate information instantly. Not only do they offer superior service, the convenience of making one phone call instead of six had me sold! Visit them online at <http://www.primaryhomeloans.com>.

Stars of the Season at W Scottsdale to Benefit Cardon Children’s Medical Center

On December 3, 2010 at the W Scottsdale, the inaugural Stars of the Season event will be held benefiting the Integrative Pain Management Program at Cardon Children’s Medical Center. This innovative approach to pain brings doctors and specialists, both traditional and alternative, together to better manage pain in children suffering from illness.

Treatments may include the use of acupuncture, music therapy, dog therapy, massage and many other treatments that combined with traditional medications can help children have a speedier and less painful recovery.



“The Integrative Pain Management Program at Cardon Children’s Medical Center is a cutting-edge program that will inspire children’s hospitals across the nation,” said Dr. David Curran, MD, FAAP, chairman of the Department of Pediatrics at Cardon Children’s

Medical Center. “By taking traditional medicine and combining it with an integrative approach, this program will help children prevent and manage pain associated with their illness, which can result in a speedier recovery.”

Art Alexakis, lead singer of alternative rock band Everclear, and comedian Jack Gallagher from HBO’s hit comedy “Curb Your Enthusiasm” will perform.

Sponsorship opportunities are available from \$5,000 and up. For more information, please contact Monica at monica.monson@cox.net. We invite you to be a Star in 2010.

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