

# July 2011



## Planning your Patriotic Party

Tips on making this year's celebration a star-spangled event!

Get out the Red, White and Blue; it's time to celebrate our nation's independence. Whether you're planning a big blowout this year, or want to pledge to make the next one even better, you'll love some of the below ideas – we promise they'll make your celebration spectacular!

### Prepare to have fun

The most successful parties always start with careful planning. Start planning your Fourth of July party about six weeks out from the event.

This will give you enough time to get invitations out to family and friends and collect RSVPs far enough in advance.

### Choose your theme and invite

Picnic. Patio. Pool. BBQ. The summer weather makes it easy to get creative about your party. Themes are a great way to help guests get involved in the party. Ask guests to wear costumes and bring food related to your theme. Of course, the tried-and-true Red, White and Blue is always a hit and can be easier to find in June. (Here's a hint: Decoration prices are always dramatically discounted after the day has passed. If you're planning on hosting a party again, pick up décor for half the price!)

### Who's coming?

Once you have your theme, it's time to send out invitation. If paper invitations seem to costly or time-consuming, try an online Invitation or set up an event on Facebook! These free options are often very simple to set up and are becoming popular options for easily tracking whose coming and who's not. It's also a simple way to stay in constant communication with guests closer to the event.

### Fun with food!

The trick to a successful party is sticking to the traditional Fourth of July fare while adding creative new surprises throughout the day and night. Invite guests to bring their favorite dish.



## Happy Fourth of July!



Americans are celebrating its 235th birthday this year! We hope you enjoy the picnics, parades and fireworks and food with both your family and friends. We are so honored to serve our community as your professional and experienced real estate experts!



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## Real Estate as an Investment: optimistic and opportunistic



A slowly improving economy, limited new supply and improving capital markets are responsible for the spike in investor confidence. The recent surge has brought to light the investment opportunities that are available to new and seasoned investors.

As mortgage rates continue to hang at historic lows and affordability reaches an all-time high, investors are becoming more “risk tolerant” and seeing the thawing markets as a great time to expand their portfolios. In fact, according to a recent survey by the *National Real Estate Investor* and

Marcus & Millichap Real Estate Investment Services, 69% plan to add to their property portfolios in the next 12 months, that’s up 8% over 2010 (61%) a sizable increase.

The ability to lock in extremely low long-term rates has been the biggest force in their decision to increase investments and has provided a hedge against a slow recovery as well as any unforeseen economic issues that might emerge.

For those who remain sold on real estate’s ability to build equity there are two types of opportunities: the active (single-family homes, apartment buildings) and the passive (home builder stocks, real estate investment trusts.)



Active real estate investments are an excellent jumping-off point for new investors interested in perking up their portfolio. In another study conducted by, NAR, the average apartment rent is projected to grow 3.4% this year and another 4.2% in 2012. [Trulia.com](http://Trulia.com), a homes-for-sale listing site, also noticed a huge uptick in people interested in homes for rent.



One thing’s for sure. If you or someone you know is considering real estate as an investment opportunity, this summer is the season to start researching properties.

Investing in real estate isn’t a “get rich quick” scheme, rather, a long-term investment that can be a great choice for people with patience and perseverance. The opportunity to build financial wealth is open to everyone – and for those who can afford to invest in today’s market – now is the time!



If you are currently working with another Broker please do not consider this a solicitation.

