

# Windsor News Release

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## NO ROOM FOR DOOM AND GLOOM

There is a downbeat mood about many Alaskans these days after the price of Oil dropped by over 50% from the \$100+ per barrel a year ago.

This mood extends to many who ask me all the time “How is the Real Estate market?”. It seems that a lot of folk are fearful that the value of their Alaska home is about to tumble amidst State budget cuts, military reductions and employment layoffs.

Let me be clear. I absolutely disagree. Not only is your Anchorage real estate asset secure, but any real estate price dips associated with austerity in the State budget should be pounced upon, and will be, by individuals looking longer term at the future of our City.

What one must first remember is the starting point from which any belt-trimming began. Median

household incomes by rank in the United States at the end of last year were:-

Anchorage	\$76495
#1 State-Maryland	\$72483
#2 ALASKA	\$72237
#3 New Jersey	\$70165
#4 Hawaii	\$68020
#5 Connecticut	\$67098
USA Average	\$52250

When you live in one of the best States in the Union, it may hurt a little to face the consequences of the Governor’s tough financial choices, but you will still be in good shape.

Add to this a few points for reflection:-

- 1) A Gas Pipeline will eventually be built in Alaska.
- 2) The population will continue

to stabilize, at least in Anchorage, where the ageing population is becoming less inclined to leave, and out-of-State residents will look more favorably on relocating northwards to a gentler climate.

I have personally entertained clients recently wishing to relocate to Alaska to avoid soaring temperatures, water shortages and the stress of urban masses in the Lower 48.

3) Anchorage remains a strategic logistical base for freight and defense purposes between the US and Asia/Eastern Europe.

As the Arctic becomes ice free Alaska’s strategic importance accelerates.

4) Anchorage land is 95% fully developed. Lots remaining for

real estate development are approaching zero. Land-locked and Water-locked Anchorage real estate values will soar in the next decade.

Compliments to Sen. Pete Kelly who recently put it succinctly "Government in Alaska has had a good run, but the paradigm has shifted".

State Economist Neal Fried has also pointed out, repeatedly, that any recessionary trend will most certainly not be a repeat of the 80's real estate bust.

A massive earthquake, Russian attack on JBER, or collapse in the U.S. Dollar (all remotely possible) would change life as we know it but, failing those dramas, this fair City and pristine State will become an increasingly attractive destination in the decades ahead.

There is no room for doom or gloom in my view. Let's take the necessary cuts in some capital projects. Let's live with a slightly less luxurious public service sector. Let's trim our individual budgets.

But let's look forward to the future.

In the stock-market, this is what may be called a "Correction", and a reality check on the excesses of previous spending habits is definitely required - but no need to lose sleep! Your real estate is secure.

### Staging is an Art - Form

Staging your home when it goes on the market is worth between \$5,000 and \$10,000 to your bottom line. In addition, it will save Market Time. Of all the homes I have professionally staged, NONE were on the market 30 days later.

#### **There are 2 levels of Staging:-**

**Level 1:** Simple use of your existing furniture and effects.

An empty house is not only difficult to sell, but difficult to photograph. 90% of Sales now take place as a result of Online house - hunting by Buyers. Photography of empty rooms is simply a turnoff. Furthermore, when you finally get showings, the lack of furniture provides no perspective for the Buyer's dreams for the home, not to mention the emotional setback from walking into empty space.

At minimum, then, you must tidy up, clean out and, with my help, adjust the furniture and effects.

In some circumstances, I will defer to a counseling session for you with my Professional Stager.

**Level 2:** Some homes are better completely emptied and professionally staged from scratch.

At a minimum, your empty home must have good paint and good floor coverings. A professional stager can then turn even the most impractical spaces into a visual treat, inspiring and convincing to Buyers.

**Conclusion:** The cost and inconvenience of properly preparing your home for sale is far exceeded by the benefits of dollar return and market time.

Once you have entered into a Listing Agreement with me, all my resources and experience, from over 25 years in Anchorage Real Estate, will be brought to your service in marketing the home.

Dave

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