

WS

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542 Whiting Street, El Segundo

Open Sun 1-4

\$1,149,000

Spanish Colonial Revival in the heart of El Segundo. This is a phenomenal floor plan. Featuring multiple living areas where traditional elegance meets modern convenience. Great for extended families or for the person who wants a glorious master suite complete with caterer's facilities, living room, separate dressing area and a private entrance. Remodeled in 2008.

• 4 Bedrooms

• 2 Bathrooms

• 2,280 sq. ft.

• Lot 7,150 sq. ft.

• Great layout for in-laws quarters

• A+ location

The main living areas feature coved ceilings and Spanish arches framing the living room and dining room. Romantic fireplace provides warmth from a bygone era.

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Relationship

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Hawthorne Realtor Kathy Jenkins
Courtesy South Bay Association of Realtors.

always followed the herd. They wait, they wait, they wait and then they hurry up," he said. "When the trigger to buy is there, it's too late. If you're looking for the bottom, you'll never find it," continued Freedman, who set aside his dreams of becoming a world-famous architect nearly 40 years ago to sell real estate. "When did the bottom happen? I'll tell you six months after it occurred, because that's when we'll know." Predictions aside, "I tell people I think now's the best time to buy --- if you're buying a home that you plan on staying in for five years or longer," he explained. "You're not going to find a better time to buy than now. The combination of price and interest rate, you have control over now...six months from now or a year from now you may not."

Of course, it's hardly the best time to sell, says Kathy Jenkins, the top-producing Keller Williams real estate broker in Hollywood, the family-friendly Hawthorne neighborhood located between Interstate-405 and Aviation Boulevard and bounded by El Segundo Boulevard on the north and on the south by Rosecrans Avenue. "If there's a reason, if they have to sell, if they're relocating, job transfer, my opinion is we'll sell it for as much as we can," said Jenkins. "If it's a situation where they can hold off and wait 'til it's more of a stable market, more of a seller's market, that would be my advice." Waiting would also be a better option for those considering improvements to their residential properties, perhaps with the intent of generating added income, Jenkins said. "In a down market, I think it's probably not a very good idea to spend a lot of your cash and build," she said. "I think it's always best to find the best renters you can and keep it rented out for top-dollar." It's also best, no matter what your real estate plans, not to make decisions solely on the latest news, says Steve Goddard, who has sold South Bay real estate for over 30 years and is president-elect of the California Association of Realtors, which represents upwards of 180,000 real estate professionals. "Based on all the information out there, it's very, very difficult for the public to read the market...be wary of advisors who try to lump everything

together," he explained.

Market indicators such as regional number of sales, median price, housing starts or amount of units on order are, not to mention the myriad "beautiful Internet sites" that post such data, are "all just tools in the tool box," said Goddard. For anyone to truly understand the value of a piece of property, "you need to look at that specific house in that specific neighborhood," he said. So, a real estate professional who not only knows what's happening locally, but also understands how to meet a client's individual needs is vital to the process of buying or selling a home, says Goddard. "It's the same that it's been almost forever," he said. "Real estate is local. No matter what's happening nationwide, the local market is different unto itself."

REAL ESTATE SIDEBAR
Key questions to ask when selecting a real estate agent

Buying or selling a home is one of the biggest decisions you can make. So to protect your investment, it's imperative to find a real estate agent you can trust and with whom you feel comfortable working.

When making your decision to work with a real estate professional, there are certain questions you should ask when evaluating a potential agent. According to housing market blogger Elizabeth Weintraub from About.com, asking an agent the following list will get your search off to a good start:

1. How long have you been in the business?
2. What is your average list-price-to-sales-price ratio?
3. What is your best marketing plan or strategy for my needs?
4. Will you please provide references?
5. What are the top three things that separate you from your competition?
6. May I review documents beforehand that I will be asked to sign?
7. How will you help me find other real estate professionals?
8. How much do you charge?
9. What kind of guarantee do you offer?
10. What haven't I asked you that I need to know?

Manhattan Beach Realtor Robert Freedman
Courtesy of Re/Max Marquee Partners.

Perhaps stockpiled for the tide of new home buyers analysts predict in the next year, real estate signs are displayed in the lobby of the South Bay Association of Realtors in Torrance.