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Kathy's Real Estate News

Windermere REAL ESTATE



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Issue X

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BUYER BEHAVIOR

What Buyers Notice First

Long before buyers compare square footage and features, they're forming an impression of how a home looks, feels and has been cared for.

THE ENTRY

The front door, landscaping and entryway create an impression before buyers have seen the rest of the home.

LIGHT & SPACE

Natural light, open blinds and uncluttered rooms can make a home feel larger and more inviting.

CONDITION

Buyers notice deferred maintenance. Small issues can sometimes create concern about what larger issues may be hiding.

KITCHENS & BATHS

They don't necessarily have to be newly remodeled. Clean, bright and well-maintained can go a long way.

THE FEELING

Ultimately, buyers are imagining themselves living there. A home that feels comfortable, cared for and move-in ready can be easier to remember after a day of showings.

Buyers may forget the details, but they rarely forget how a home made them feel.

Selling This Fall?

The Little Things Matter More Than They Did a Year Ago

Today's buyers are taking a more measured approach than they did during the frenzied housing markets of just a few years ago. With affordability still stretched and borrowing costs elevated, many buyers are being more selective about the homes they pursue — and what they're willing to pay.

That doesn't mean buyers aren't buying. Homes that are priced appropriately and show well are still attracting attention. But when buyers are carefully weighing their options, the little things can make a bigger difference.

Before putting a home on the market, take a fresh look at it through a buyer's eyes. Peeling



paint, an overgrown yard or a room that feels dark and cluttered may seem minor, but those details begin shaping a buyer's opinion before they have seen the entire house.

Presentation matters online, too. Most buyers will see your home on a screen before they ever walk through the front door. Professional photography, thoughtful staging and a clean, inviting appearance can determine whether someone schedules a showing or simply scrolls to the next property.

Then there is pricing. It can be tempting to start high and "see what happens," but an over-priced home can quickly lose momentum. The first days on the market are often when a property receives its greatest exposure, making an accurate initial price especially important.

None of this means homeowners need to undertake a major renovation before selling. Often, the biggest improvements come from relatively simple things: fresh paint, brighter lighting, clean landscaping, decluttering and taking care of those small repairs that have accumulated over the years.

Today's market may require a little more preparation, but that preparation can pay off.

The goal isn't to make your home perfect. It's to make it the home buyers remember after they've seen three or four others — and give them a reason to come back. ♦

PREPARATION CHANGES PERCEPTION

Small improvements can make
a big difference in how buyers see your home.

I'm here to help you prepare your home to make its best impression.

Kathy Applegate 916-997-7795

MAPLE PECAN Pumpkin Bread

Warm, spiced and perfect for
a crisp fall morning.

You Will Need

- 1¾ cups all-purpose flour
- 1 tsp. baking soda
- 2 tsp. pumpkin pie spice
- ½ tsp. salt
- 2 large eggs
- ¾ cup brown sugar
- 1 cup pumpkin purée
- ½ cup vegetable oil
- ¼ cup pure maple syrup
- 1 tsp. vanilla extract
- ½ cup chopped pecans



How to Make It

1. Preheat oven to 350 °F. Grease a 9×5-inch loaf pan.
2. In a medium bowl, whisk together flour, baking soda, pumpkin pie spice and salt.
3. In a separate bowl, whisk eggs, brown sugar, pumpkin, oil, maple syrup and vanilla until smooth. Gently stir the dry ingredients into the pumpkin mixture just until combined. Fold in most of the pecans.
4. Pour into the prepared pan and sprinkle remaining pecans over the top. Bake 50–60 minutes, or until a toothpick inserted in the center comes out clean.
5. Cool before slicing. For an extra fall treat, serve slightly warm with butter and a drizzle of maple syrup. ♦

Makes 10–12 servings



The Scents of Fall

*Simple Ways to Make Your
Home Smell Like Autumn*

There's something about fall that just smells like home. Crisp air, warm spices and cozy comforts can instantly make a space feel more inviting. The good news? You don't need artificial fragrances to enjoy the scents of the season.

Try a stovetop simmer pot with orange slices, cinnamon sticks, cloves and apple peels for an easy, all-natural fragrance. Freshly brewed coffee, a splash of vanilla extract or a batch of pumpkin muffins can also fill the kitchen with cozy warmth.

For a softer touch, candles made with essential oils, beeswax or soy wax add both a welcoming glow and subtle fragrance. Dried cinnamon sticks, rosemary, cedar and seasonal greenery can also bring natural aroma throughout the home.

Whether you're hosting friends, enjoying a quiet evening or simply welcoming the season, these comforting scents can turn any house into a cozy fall retreat. ♦

SMART HOME IMPROVEMENTS

Worth *the* Upgrade

*The Home Improvements
Buyers Actually Notice*

When it comes to preparing a home for sale, bigger isn't always better. Homeowners can spend thousands on improvements that may look impressive but don't necessarily translate into a higher offer. Often, it's the simpler updates that make the strongest first impression.

Start with what buyers see first. Fresh exterior paint, tidy landscaping, an attractive front door and clean walkways can immediately make a home feel well cared for. Inside, fresh neutral paint, updated lighting and clean, consistent flooring can make rooms appear brighter and more inviting without requiring a major renovation.

Kitchens and bathrooms still matter, but that doesn't always mean tearing everything out. Replacing dated cabinet hardware, faucets or light fixtures, refreshing grout and adding a modern backsplash can give these important rooms a noticeable lift at a fraction of the cost of a complete remodel.

Before tackling expensive improvements, also consider the basics. Buyers tend to notice signs of deferred maintenance. A leaking faucet, damaged trim, stained carpet or doors that don't close properly may be inexpensive to repair, but they can leave buyers wondering what else needs attention.

The goal isn't necessarily to make a home brand new. It's to make it feel clean, maintained and move-in ready.

If you're considering selling, a real estate professional can also help identify which improvements may make sense for your particular home—and which ones you may be better off skipping. ♦

REFERRALS
Appreciated

If you know a friend, family member, or neighbor
who is considering buying or selling a home,
I'd be honored by your introduction.

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916-997-7795

Serving All Your Real Estate Needs

Kathy Applegate

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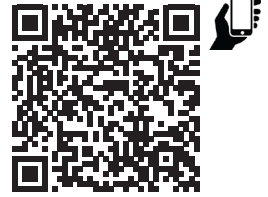
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|--|---|--|
| ☐ A free market evaluation of my property. | ☐ Now | ☐ In three months |
| ☐ I'm interested in selling a home. | ☐ I have a question for you. | |
| ☐ Purchasing investment property. | ☐ Giving you a referral. | |
| ☐ Enter me in this month's drawing for a \$200.00 Home for the Holidays Gift Card (11/21/26) | | |

Name _____ Address _____
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This newsletter is for information purposes only and nothing herein is intended as advice. This is not intended as a solicitation if your property is currently listed with another broker. It is not our intention to solicit the offerings of other real estate brokers. We are happy to work with them and cooperate fully. All information deemed accurate but not guaranteed. An Equal Opportunity Company. Equal Housing Opportunity. Some offices independently owned and operated.

**Scan here to email
your drawing entry.**



**Feel free to include any
real estate questions
you may have.**

I would love to hear from you!

HOMEOWNER PERSPECTIVE

Why People Stay in Their Homes Longer

And What It Means for Today's Housing Market

Americans are staying in their homes longer than they once did, and the reasons go well beyond simply loving where they live.

For many longtime homeowners, moving can mean giving up something difficult to replace: a low mortgage rate, years of accumulated equity and a monthly payment that may be considerably lower than the cost of purchasing a similar home today. Even homeowners who would like more—or less—space may decide that staying

put makes financial sense. There are practical considerations, too. As homeowners settle into a neighborhood, they develop connections to friends, schools, favorite businesses and familiar routines. Over time, a house becomes more than an address. Moving means weighing those connections against whatever benefits a new home might provide.

This tendency to stay longer can also affect the broader housing market. When fewer homeowners decide to

sell, fewer existing homes become available for the next generation of buyers. In desirable neighborhoods, that limited turnover can make well-positioned properties particularly noticeable when they do come to market.

Of course, circumstances eventually change. Children leave home, families grow, work changes, retirement approaches or maintaining a larger property simply becomes less appealing. That's often when homeowners begin asking whether the house that worked beautifully for the last chapter of life still fits the next one.

There isn't a universal right time to move. Sometimes staying exactly where you are makes perfect sense. Other times, discovering what your home is worth—and understanding the options that equity may provide—is simply the first step toward deciding what comes next. ♦



SACRAMENTO MARKET SNAPSHOT

At a Glance

+4.0%

Change in
Median Selling Price
(year over year)

23

Median
Days On Market

1,122

Homes Sold
Last Month

\$510k

Median
Sold Price

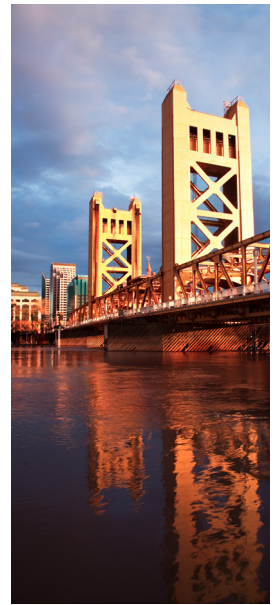
Are you thinking about selling your home? Call or text me today for a
FREE Comparative Market Analysis. No cost...No Obligation...Just Answers!

Kathy Applegate

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OR CURRENT RESIDENT

Kathy Applegate, Realtor®
DRE #01471361



23 RIVERBANK PLACE
Carmichael

3,855 square feet, 4 bedrooms,
4 baths, .10 acres

OFFERED AT
\$2,495,000



1987 MAPLE GLEN ROAD
Sacramento

5,742 square feet, 5 bedrooms,
4.5 baths, .74 acres

SOLD FOR
\$2,675,000



8950 VISTA DE LAGO CT
Granite Bay

6,328 square feet, 4 bedrooms,
4 baths, 1.2 acres

SOLD FOR
\$3,550,000