

News To Move You Forward



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Brought to you by Jill Scheppler, Bob McManus, Nicole Ellis & Angie Domine

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Trend-Setting Boomers Are Still Doing What They Love

We can't welcome 2018 without wondering what the boomer generation will be up to this year. In fact, many boomers are still doing what they love, and they're still doing it well! After years of working for others, they're making the decisions—and taking the risks—to start their own businesses in retirement.

Notes writer Wendy Mayhew in the *Globe and Mail*: “Many people can't wait to retire. They want to golf, travel, or just take it easy. Others can't wait to retire so they can start the business they have always dreamed about.”

According to the 2017 Kauffman Index of Entrepreneurship, individuals between 55 and 64 accounted for 25.5% of all new entrepreneurs in 2016, while the number of 20- to 34-year-old entrepreneurs declined by 34.3% over a 20-year period to 24.4% in 2016.

Why? It may be that the boomer generation is healthier and more energetic than previous generations, it may be that boomers (who are notoriously bad savers) need to supplement their income in retirement, or it may simply be that older workers have a lot to offer.

In a recent CNBC article, Jody Holtzman, senior vice president of market innovation for AARP, suggests: “[As a boomer] you know what works and what doesn't, you've been in small and big companies ... You have a network, possibly savings, or other ways to gain access to capital. All of those things come together as key success factors for building and sustaining a business.”

Plus, boomers have always wanted to change the world. And now's their chance.

Thinking of Buying a Home? Get My Free Guide



Buying a home is a complex process with many factors to consider.

Prepare for the decisions you'll need to make along the way by requesting my free report, “10 Easy Steps to Buying a Home.”

Just call me at 715-387-1122 and I'll send it right out to you.

Make Your Home Buyer Friendly with Focused Staging

With the move to buyers' markets in many areas, you'll want your for-sale home to look its best. And that requires focus. Focused staging, that is.

Staging your home can increase the offer amount by up to 10%, according to the National Association of Realtors (NAR) 2017 Profile of Home Staging. But what if you haven't the time or cash to stage the whole house?

You focus on the rooms that push buyers' buttons. A messy mudroom may not kill your sale, but an unusable kitchen or master bedroom may be a deal-breaker.

Few buyers can see beyond your personal style, particularly in hot-button areas like the living room, kitchen and master bedroom. So concentrate on staging these.

This article—from RISMedia—may help:

According to the NAR Profile, the living room is one of the most popular to stage. Make it feel larger by replacing bulky furniture with smaller pieces. Help buyers to imagine their things here; leave lots of space on shelves and around furniture. In the kitchen, declutter countertops, the fridge and inside cabinets (yes, buyers will look). Add color with a bowl of fruit.

“Most bedrooms don't need much more than the bed, dresser, end tables, and a mirror,” the article suggests. Make the bed the focus with beautiful, but not necessarily expensive, linens.

A clean bathroom is a saleable bathroom. The master bath, especially, should gleam. Add attractive towels and battery candles for atmosphere. And don't forget to tidy the outside. You know what they say about first impressions.

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Polishing the Crystal Ball: Real Estate in 2018

Whether you're planning to become a home buyer in 2018 or hoping to sell your current property, it can be hard to forecast the way the real estate market will go. Here are some trend predictions, gathered from several sources, which may dominate in 2018:

A recent report from the Urban Land Institute and PricewaterhouseCoopers brings good news: the usual boom-and-bust cycle isn't behaving typically, so what could have been a bust may be a gentle downturn instead.

Smartcitiesdive.com, which highlighted elements of the PWC/Urban Land Institute report, suggests the real estate industry has begun to take an interest in a new generation.

This is not to detract from the importance of millennials who, incidentally, are expected to become more interested in purchasing a home in 2018 than in previous years. A new generation, "Gen Z," is indicating an even stronger interest in becoming homeowners at an earlier age than their millennial counterparts. Born after 1995, Gen Zers are

enthusiastic about fixer-uppers and do-it-yourself projects and may lead the way in gentrifying distressed urban neighborhoods.

The Internet of Things is changing everything, so why not real estate? Smart home automation is driving the industry to incorporate the latest tech in new home builds and attract tech-savvy buyers by focusing on tech amenities in listings. The PWC/Urban Land Institute report suggests the industry has been lagging behind, technologically speaking, so 2018 may well be the year of the high-tech home.

Little is known yet about the economic and political factors affecting the industry across North America. Notes Smart Cities Dive: "A number of other changes potentially arriving in 2018—such as tax reform and interest rate hikes—also could affect the real estate market and cities' development.

However, none of the known factors appear drastic enough to derail the market's long glide and instead send it into a nosedive."

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Ask the Agent: This Month's Question

What Should I Know About Relocating for My Job?

As you prepare to change your life and your family's for a new job opportunity, these tips may help:

Familiarize yourself with the cost of living at the new location. You may be disappointed if you base your income expectations on your current expenses. Verify the company is offering you a competitive salary for the new market, not your current one.

You may not be familiar with neighborhoods in your new city. Contact a local real estate agent (who does) for help.

Moving involves many expenses. It's important to realize you may need to dip into savings. Even if your company is paying many of the costs, this likely won't cover everything. Even minor expenses add up quickly.

Streamline your relocation. Sell items that aren't worth the cost of transporting. Ensure all former utility, bank, and other accounts are settled.

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