

# Don's Home News

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## Everyone Is Going 'Pinsane' Over Pinterest

If you have picked up a newspaper, surfed or watched TV recently, you've probably heard about Pinterest – the online photo pinboard and community.

The new social media kid on the block is growing so quickly that its popularity is touted as "Pinsanity".

The moniker for its success is well deserved; the site has more than 11 million unique visitors, and it's growing. It gets more referral traffic than YouTube, LinkedIn and Google+. The demographics of the site are interesting too. Most of its users are young women.

But what's the appeal? Think of it as an online scrapbook or inspiration board – minus time spent rifling through magazines, newspapers, and cutting and pasting. You can share pins, re-pin from others and organize your boards by themes such as food, travel, home decor and personal style. Users can pin items from websites they like, using "Pin It" buttons on their browsers.

In the wake of Pinterest's success, many large corporations are developing their own Pinterest presence. Nordstrom, HGTV, ModCloth, General Electric and Whole Foods Market are among the brands currently using the site. Small businesses also can make use of it to unveil new items or advertise a service.

There may be a fly in the ointment, however. Some web watchers have concerns over copyright violations, although the legal community believes Pinterest, like YouTube and Facebook, is protected by U.S. legislation, as long as it responds quickly to copyright complaints.

## Are You Searching for a New Home on line?

Now you can search Metro Atlanta listings in real time just as real estate agents do.

Due to recent changes in multiple listing service rules, I can now set you up with an account where you can search for properties just as I do. No more stale and out of date data like you get on the internet from web sites like Realtor.com, and Trulia.com.

Call or [email](mailto:don@donzahnle.com) me today to have me set up an account for you. It is **FREE** and takes only minutes for me to set it up.

## Buy in the Right Location to Ensure Your Home's Value

True, the phrase, "location, location, location", is a cliché. But smart homebuyers have come to realize that the location of their new home not only determines how happy they'll be with their purchase but also dictates its resale value. Following is a primer to help you find the right home in the right location.

Don't be tempted to buy a great house in a bad neighborhood unless you can see signs that the neighborhood is changing for the better. Future buyers will not be willing to pay top dollar for a house surrounded by fixer-uppers.

Decide what you want in a neighborhood before looking. If it's important to have excellent schools nearby, don't look in areas where your kids will have a long drive or bus ride to school.

### Safety first

How safe is the neighborhood? Be sure to check it out at night and on weekends. Neighborhoods that may seem safe during the day can change when the sun goes down. Also look around you. Are your neighbors' homes and gardens well maintained or are there rusted cars in their backyards?

### Urban/Suburban?

What amenities do you need nearby? If you're looking for parks, walking trails and recreation centers, a suburban location is for you. For the local restaurant, bar and theatre scene, check out downtown properties.

Moreover, be sure to ask your sales agent about any likely changes in zoning, new schools to be built or recently approved projects that could have a negative impact on the neighborhood.

# Shh...We're Eating.

## Mindfulness Moves into the Dining Room

Most of us would agree we need a break from our fast-paced lifestyles. But, would eating in silence be carrying it too far?

Mindful meditation – a technique to slow down and be in the moment – is moving from the yoga mat to the dining room table in hopes of restoring calmness to the process of nourishing our bodies.

Once the preserve of Buddhist monks, mindful meditation is now seen as a powerful tool by the scientific and medical communities to combat stress, depression, anxiety and other lifestyle diseases. Mindful eating is touted as a way of bringing a degree of consciousness to the dinner hour and possibly helping to combat obesity, now epidemic in our society.

The emphasis is on slow, deliberate eating, savoring food and creating an atmosphere conducive to this. That's why silence is golden – at least at the dinner table. The goal is no TV, no gulping it down on your way to something else; no unconscious eating.

### Skip the KD

If you would like to try mindful eating, start small. Sit down as a family for one meal a week, turn off the smartphones and TV and try silence, even if it is just for 15 minutes. Consider making a special meal, with a variety of textures and flavors. Focus on fresh vegetables, fish and chicken. Chew each bite 20 times (which also gives your stomach a chance to tell you it is full). Think about what you are eating. But, most of all, enjoy it.

### Quick Quiz

Each month I'll give you a new question.

Just email me at [donzahnle@gmail.com](mailto:donzahnle@gmail.com) for the answer.

**How much electricity does Paris' Eiffel Tower use in a year?**

### Why Not Pass Me to a Friend?

If you've enjoyed this newsletter and found its information useful, please pass it to a neighbor, friend or co-worker.

In addition, if you have any comments about it, don't forget to give me a call or send me an email!

## Did You Know?

**Did you know?** Only REALTORS®, not licensees, are fighting right now to preserve the federal Mortgage Interest Deduction on first and second homes.

**Did you know?** Only REALTORS®, not licensees, fought to create a tax exemption on the first \$500,000 of capital gains from the sale of a principal residence.

**Did you know?** Only REALTORS®, not licensees, are the only line of defense against government legislation and taxation of your home. Any real estate licensee can help you buy or sell a home, but only a REALTOR® keeps working to protect your investment long after the sale.

Not every real estate licensee is a REALTOR®. As a REALTOR®, I have made a choice to help lead the fight to protect your investment, preserve private property rights, and defend the American Dream of homeownership. The political activity of REALTORS® at all levels of government is saving homeowners thousands of dollars over their lifetime. Protect your investment. *se* a REALTOR® when you buy or sell a home.

## Worth Reading

### Nutrition Study Filled With Naked Facts

*By Tracey Tufnail  
Vancouver Sun*

Naked calories – food stripped of nutrients – and lifestyle choices have produced micronutrient deficiencies that are responsible for the current obesity epidemic and proliferation of diseases. Nothing really new here. But, according to a study of three popular diets, none of the three provides sufficient nutrients. The question is: does anything?

**More:** <http://tinyurl.com/76ythmx>

### 10 Easy Tune-ups for Your PC

*Apartmenttherapy.com*

Want a PC that performs like a champion? It may seem like common sense to uninstall unused applications or download antivirus software, but sometimes we need reminders to avoid molasses-like performance or messy meltdowns.

**More:** <http://tinyurl.com/84a78yc>

### The Secret Cause of Buyer's Remorse

*By Martin Lindstrom  
Time Ideas*

You just bought that can't-live-without-it purse or those gotta-have-'em shoes online ... and now the guilt sets in. That pesky but overwhelming feeling of regret after a purchase is called "buyer's remorse," and it's a very pervasive reality especially when buying online. But what exactly makes us regret those few clicks of the mouse? A personal interaction could have more to do with it than you'd think.

**More:** <http://tinyurl.com/7mfm8bf>

# For Today's Homebuyer Small Is Beautiful

No longer is the sprawling luxury home the pinnacle of real estate in the North American market.

As baby boomers look to downsize and homeowner's trade luxury for function, there is renewed interest in smaller homes.

Eighty percent of 1,300-plus real estate agents surveyed in 2011 said that baby-boomer clients aged 54 to 64 are interested in smaller homes. Saving money and living more simply were among the reasons for the interest.

A recent study by the U.S. National Association of Home Builders showed that the economic downturn has altered the landscape of housing.

The study predicted that by 2015,

homes will be 10% smaller than the average single-family home in 2010.

While homebuyers may be looking for smaller residences, they are not interested in sacrificing functionality.

Instead, they are trading luxury amenities for practicality.

According to architects surveyed by the American Institute of Architects, buyers are losing interest in spaces such as home theaters and exercise and game rooms and are embracing spaces like home offices and mudrooms.

Aging baby boomers will also be looking for features to make their lives safer and more comfortable. Baby boomers, more than any generation to date, are looking for homes that have

been adapted to their needs instead of making the move to retirement homes.

The two- or three-story single-family home may also be on its way out, as boomer, homebuyers launch their search for an entirely different type of housing, offering a maintenance-free lifestyle.

This important demographic is looking closely at options such as condominium apartments or bungalow communities. Many are also considering rental units.

Boomers aren't alone in pursuing smaller homes. Young people and immigrants will also continue to drive demand in the future.

## Eat Wisely: Skip the Marketing Claims

Eating well used to be easy; just eat lots of fruits and vegetables. But today's on-the-go lifestyle has resulted in a plethora of processed and packaged food – with huge opportunities for on-package marketing.

Food producers know that consumers regularly scan packaging to find out what is inside – so they litter it with phrases like “fat free” and “high source of fiber.” Yet fat free products may be packed with sugar, and fiber sources may be heavy on salt and other nutritional no-no's.

To avoid being a victim of on-package marketing, skip the claims and go straight for the Nutrition Facts section, which includes not only the calories and vitamins contained in the product but also the sodium and sugar content and the percentage of daily value. Sodium should be less than 500 milligrams per 250 ml serving, and sugar (in any form) should never be listed as one of the first four ingredients.

While it is best to stay away from processed foods altogether, if that doesn't work for you, ensure that you know what you're buying. Read the labels.

## Upgraded Ground Telescope Out-Hubbles Hubble

Since 1993, sharp images of space have been delivered courtesy of the Hubble Space Telescope. However, as amazing as its images are, the Hubble itself isn't perfect. The mirror at its heart is just 7.9 feet across; limiting the Hubble's light-gathering power.

The newly upgraded Gemini South telescope is now delivering clear, Hubble-like images despite being ground based – something Hubble

developers could never have imagined – thanks to adaptive optics that de-blur the vision of ground-based telescopes.

In the Gemini South, the adaptive optics system is the most powerful to date and solves many of the problems plaguing previous ground-based telescopes.

The result is amazing images.

## Ask the Agent: This Month's Question

**What are my options as an empty nester?**

Your children have left home. You and your spouse are home alone, likely in a big house that may be becoming too much to handle. You want to spend more of your time traveling and the idea of mowing lawns and shoveling sidewalks no longer appeals. Your lifestyle is changing but your living situation has not. What can you do?

Downsize. Here's how:

1. Condominiums. Secure buildings that can offer a variety of amenities to suit any lifestyle. A monthly fee takes care of the maintenance.
2. Buy a smaller house. You may still want that garden.
3. Adult lifestyle community. Interact with like-minded people in a safe community with a country club atmosphere.
4. Adult mobile home community. Pick an urban park with amenities on site and shopping and restaurants nearby, or a country setting with lots of peace and quiet.

# NEWS YOU CAN USE

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			6					1
			7		2	3	8	
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Sudoku instructions: Complete the 9 x 9 grid so that each row, each column, and each of the 9 3 x 3 boxes contains the digits 1 through 9. Contact me for the solution!

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Thanks for reading! If you'd like to tell me what you think about this newsletter, or if you're thinking of buying or selling real estate, please get in touch.

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## Recipe: Avocado and Green Apple Salad

Serves 4

- 3 cups avocado cut into bite-size cubes
- 2 cups green apple cut into cubes a bit smaller than the avocado
- ½ a red onion, thinly sliced into half moons
- 2 tablespoons olive oil
- 2 tablespoons fresh lime juice
- Chopped fresh cilantro, to taste
- Salt and pepper, to taste

### Directions

Place avocado, apple and red onion in a serving bowl.

In a separate bowl, whisk together the olive oil, lime juice and cilantro.

Pour dressing over salad, season with salt and pepper, and gently toss.

Allow to rest at room temperature for 20 minutes.

Gently toss once again before serving.

