

Don's Home News

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Who's Sharing and Why: Profiles of Online Sharers

Today, it seems that everyone is sharing. They share selfies and funny stories, political opinions, and restaurant reviews. And they do it online. You are who you follow online, and popular sharers have loads of friends and followers. A recent StatPro infographic published on marketingprofs.com looked deeply into "The Psychology of Sharing" and presented us with profiles of sharers.

Categories of sharers: The Altruist is likely pretty popular: he or she is thoughtful and helpful, and can probably tell you why your computer crashed. Not a fan of social media, the Altruist shares by email. Another popular sharer is the Selective, who uses social media and email and is always very careful to share informative content that is tailored to you. It's no surprise that the Careerist is business-focused and a networking guru. And it figures he or she shares on LinkedIn.

Boomerangs are usually the first to know things, and their friends and followers are next. They are Twitter and Facebook fans; we might have called them gossipers in the old days. Both Connectors and Hipsters organize their offline social lives online, and both are creative. Hipsters, in particular, are unlikely to share via email.

Why share? Unsurprisingly, 94 percent of sharers do so for entertainment, others promote causes (84%) and nourish relationships (78%), while many (69%) find self-fulfillment in sharing. Sadly, 68 percent define their identity online. True, many sharers are young, but StatPro has some more news for us: The fastest growing demographic on Twitter are sharing boomers; 55 to 64-year-olds.

Are you watching the Housing Market with Plans of Selling in the near Future?

Are you considering upsizing, or moving closer to work?

Have me set up an automatic notification of the home sales in the housing market area around your home and you can start watching how sales are impacting your home's value. It is easy for me to do, and there is no cost or obligation. Just email me your address with a message to set you up for notification of home sales in your area. Call or [email](mailto:donzahnle@gmail.com) me today.

Dining Rooms: Are They Dead or Just Changing?

Just like in the commercials, people are still enjoying family dinners together, but chances are they're not taking place in those formal dining rooms of years gone by.

Instead, you're likely to find families eating at large kitchen islands, desks in multi-functioning offices, on terraces, or in outdoor kitchens. In fact, anyplace equipped with a table and chairs (or bench) can host dinnertime. Think wingback chairs around a marble table in the living room.

So where are dining rooms? Don't feel sorry for them – they haven't completely been abandoned. They're just being used for other purposes, as described in a recent article in the *Wall Street Journal*.

Homeowners in pursuit of useful square footage are turning dining rooms into living areas or workspaces, particularly in metropolitan, square-footage challenged homes, and luxury properties, WSJ says.

In fact, formal dining rooms are reincarnating architecturally; interior designers are turning existing dining rooms into multi-function rooms, like lounges or pantry/mudroom combinations. For their part, builders, architects, and contractors are creating rooms that can quickly be "flipped" into dining areas, like offices where desks or shelving unit components fold down into dining tables. Or living rooms where the coffee table extends and rises to seat six or more people in total comfort.

The traditional dining room may be gone, but it's been reborn as a space where people can tailor their homes to their lifestyles. And maybe, like the kitchen that returned to its roots as the heart of the home, it's an idea whose time has come.

Please Don't Leave a Message ... Is Call Answer on Its Way Out?

Is voice mail going the way of yesterday's clunky answering machines?

Talk to any young teen, and you'd certainly think so. Most don't even check their smartphone mailboxes regularly; they use their phones to text.

A Pew Research Center study found that 12 to 17-year-olds sent an average of 60 text messages daily in 2011. Other studies conducted since have confirmed that this age group is definitely not into voicemail. Nor are their older brothers and sisters; according to a recent Experian study, young adults between 18 and 24 send 2,022 texts a month (67 a day) and receive 1,831.

So it shouldn't come as a surprise that Vonage, an Internet phone company, found the number of voice messages dropped by 8 percent between October

2013 and April 2014.

It's not just that young people don't send messages (and seldom check to see if they've had any); many actually don't know how to leave one. As a result, a flurry of etiquette experts are filling the gap, teaching young adults how to properly record voice messages. As these experts suggest, texting may work with your friends, but the professional world still uses voicemail. And someday soon this generation will have to learn to use it, too, whether they're anxious about leaving messages (as many people have suggested) or not.

As a result, the etiquette trainers are encouraging their students to write scripts and practice their messages before recording them – a technique designed to make them feel less vulnerable when they hear a beep.

Quick Quiz

Each month I'll give you a new question.

Just email me at donzahnle@gmail.com

for the answer.

What is it called when a new or full moon is in closest proximity to Earth?

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.

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

Are You Wondering How Much Your Home Is Worth?

Do you want to know how the price of your home has changed in today's market? Do you want to know for how much other homes in your neighborhood are selling?

If you're wondering what's happening to prices in your area, or you're thinking about selling your house, I can help.

Either call 404-939-1309 or [email](mailto:donzahnle@gmail.com) me for a no-obligation, professional evaluation.

I won't pressure you into listing with me or waste your time. [Read about how I feel about pressure!](#) I'll just give you the honest facts about your home and its value.

I'll also give you the "inside scoop" on what's happening in the housing market near where you live!

Call me at 404-939-1309 or email me at donzahnle@gmail.com and we will arrange a time to get together.

Worth Reading

10 Simple Tricks to Make Your Brain Do What You Want

By Angela Booth
Lifehack.org

You don't need a neuroscience degree to learn how to re-wire your brain – just some garbage bags, a playlist of positive music, a pair of running shoes, and some carob. Among the tips on how to get your brain up to scratch are the obvious, such as removing clutter and avoiding processed foods, and the surprising, such as scheduling creative tasks for times when you're tired.

More: <http://tinyurl.com/Worth-Reading1>

Online Brain-Training: Does it Really Work?

By Elizabeth Day
The Observer

Elizabeth Day wanted to be a better journalist. Or maybe she just wanted to perfect her bartending skills. Regardless, she learned that using online memory-training exercises doesn't guarantee increased intelligence. Apparently, video games may work equally well.

More: <http://tinyurl.com/Worth-Reading2>

The 10 Best Apps to Train Your Brain

By Perry Santanachote
The Huffington Post

Curious about which brain-training games are worth your time and money? Consider these apps, which may boost your mental health. Many are free, as they were originally developed as treatment tools, such as the one created to support returning soldiers with Post-Traumatic Stress Disorder. But the author cautions that an app can never replace a comprehensive mental health care program.

More: <http://tinyurl.com/Worth-Reading3>

Big Data's Changing the Way Your Home Is Priced

Big data is changing real estate pricing models. And that's bringing the future right into our living rooms.

Big data is derived from a myriad of data sources and can help you answer with some degree of certainty a question that's been hard to answer definitively in the past. Marketing professionals, in particular, look to big data for the kinds of statistical information that will help them identify, categorize, and target customers.

In the past, the real estate industry has been accustomed to data crunching. Want a snapshot of the market? There are stats for that. What's the value of your home? A pricing model will compare the square footage, structure, number of rooms, amenities, and

condition of your home with other similar properties in your neighborhood.

However, this model could be missing some important pieces of data. In a recent *Forbes* article, economic consultant Adam Ozimek points to new data that will impact the real estate industry's pricing models, making them even more accurate.

This is big data, and it's coming at us from our increasingly "smart" homes and other big data sources such as neighborhood Walk Scores, and the location and quality of amenities.

For example, our smart homes now have appliances that can calculate a home's annual energy consumption and devices that estimate the remaining life expectancy of home systems (air

conditioning, plumbing, electrical). They can even assess the convenience of its floor plan.

Imagine how useful it would be to compare your super-smart home to one that hasn't been so upgraded. Imagine how, as a seller, this could dramatically impact the value of your home and how, as a buyer, smart features will become a Need (versus a Want).

Analysts have only just begun incorporating smart data into their home pricing models. But coming soon, thanks to big data, the real estate industry will "know" both homes and neighborhoods in micro-detail.

Parking Bingo May Be a Thing of the Past

You soon may be able to say goodbye to the competitive sport of finding a parking space. MonkeyParking, a new parking app used in Rome (and currently on hold in San Francisco) allows a MonkeyParker who has a spot but will be leaving soon to announce the about-to-be-vacancy to other Monkey users, who can then offer from \$5 for the spot.

For example, you announce that you're wrapping up your shopping at a busy mall during the holiday season. You start receiving bids for your spot. When you leave, you're automatically connected to the highest bidder. They park. You get paid.

The app is also very useful for universities or hospitals where you need to be on time. The idea is that you're exchanging money for space by communicating via smartphone. Except for the phone, it sounds like a parking lot. . .except they're always full.

Social media loves the new app, but San Francisco officials aren't quite sure if it's legal. The app founders are trying to drum up business in other locales, but don't make plans for MonkeyParking in your city just yet.

This Month's Smile: Teenage Angst

The teenage years are described as "that awkward moment between your birth and your death." Or maybe more . . .

Teenage Angst #5004: Not paying attention. With dire consequences. Like the 9th grader who accidentally transcribed a conversation with her best friend about a boy she liked into the school newspaper's horoscope section.

Teenage Angst #387: Communication failure. Example: the boy who finally

decides to confess his undying love to his secret crush but slipped the note into the wrong locker.

Teenage Angst # 4: Domestic miscommunication: "My parents say it's their house, but when it's time to clean, it magically becomes my house too."

Ah, those awkward but instructive moments!

Ask the Agent: This Month's Question

What factors go into a CMA?

Real estate agents use a Comparative Market Analysis (CMA) to value a property and establish the correct selling price. This is important whether you are selling or buying. Here are some factors we look at:

Active Listings: These are listings for homes for sale in your neighborhood. It's important that the asking price not stray too far from them.

Pending Listings: These listings have received an offer, but the transaction isn't complete. They can show local market trends.

Sold Listings: This all-important factor shows what properties in your area actually sold for.

Cancelled Listings: These are the prices of expired or cancelled listings. For some reason they didn't sell. It's important to find out why.

With a CMA, the comparables must be just that: comparable. Agents look for houses with similar square footage, amenities, upgrades, age, and location.

To search for listings online click [here](#)

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Sudoku instructions: Complete the 9 × 9 grid so that each row, each column and each of the nine 3 × 3 boxes contains the digits 1 through 9. Contact me for the solution!

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Recipe: Coconut Braised Spinach and Chickpeas

Serves 4

1 tablespoon oil
 1 small onion, chopped
 4 cloves garlic, peeled and minced
 ½ cup seeded and chopped red bell pepper
 1 large lemon, zest and juice
 15-ounce can chickpeas, drained
 1 pound baby spinach
 15-ounce can coconut milk
 2 teaspoons salt
 2 teaspoons ground ginger

Directions

Heat oil in a large, heavy pot over medium-high heat. Add onion and cook until it begins to brown – about 5 minutes. Add garlic, pepper and lemon zest and stir for another 3 minutes. Add chickpeas and cook over high heat for a few minutes until everything is coated with the onion and garlic mixture.

Add spinach in several batches until all is included and wilted. Add coconut milk, salt, ginger, and lemon juice. Lower heat, cover, and cook for 10 minutes or until everything is warmed through. If needed, add more salt and lemon juice.

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Thanks for reading! If you would 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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