

Serving All Your  
Real Estate Needs in the  
Greater Madison Area

## Featured Properties

### 3658 Brandywood Ct, Windsor



5+ wooded acres backing up to Token Creek. Vaulted ceilings, open fir plan, numerous updates, lg master suite, 2 offices, exercise room, lap pool, 3-car garage. Exceptional character, comfort and details throughout. VRP \$729,900-\$749,900

### N3562 County Rd U, Caledonia



A nature lover's dream! 38+ acres near Lake Wisconsin. 25 acres feature Christmas tree plantings for excellent passive income opportunity! Bright and open floor plan, wraparound porch, spacious master bath and more. \$599,900

### 3209 Conservancy Ln, Middleton



Stunning custom designed ranch condominium overlooking conservancy and pond. This must-see home offers an open floor plan w/vaulted ceilings, finished walkout LL, 2 fireplaces, 2 decks, 3 bdms, sunrooms on UL and LL and more! VRP \$469,999-\$479,900

### 3216 Conservancy Ln, Middleton



Enjoy the wildlife and tranquility of the Pheasant Branch Conservancy just steps from this beautiful ranch condo! Spacious open floor and many wonderful upgrades throughout! \$394,900

### 6203 Templeton Terr, Burke



Builder's gorgeous ranch home w/open fir plan, vaulted ceiling, beautiful large kitchen with rich hickory cabinets. High efficiency fireplace, spacious master suite with large walk-in closet. Finished LL w/ impressive custom wet bar, 3 car garage, oversized deck. Must see! \$284,900

### 4713 Declaration Ln, Madison



SALE PENDING. A lovely home with many wonderful features including the beautiful updated kitchen w/hickory cabinets, new appliances & breakfast bar, wood floors in bedrooms, and lots of potential! \$194,900

Do you know someone who is thinking about buying or selling a home?  
Please mention my name.



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## AROUND MADISON

**July 12-13: Art Fair on the Square** Nearly 500 artists featured on the Capitol Square with tasty food, live music, kids' activities and more! [www.mmoca.org](http://www.mmoca.org)

**July 16 - August 10: Olbrich's Blooming Butterflies** Experience the wonder of strolling through a tropical forest on a search for fleeting butterflies. Great for all ages. [www.olbrich.org](http://www.olbrich.org)

**July 26: Opera in the Park** FREE Concert at Garner Park presented by Madison Opera and featuring Madison Opera Choir with the Madison Symphony Orchestra. Highlights from well-known operas and Broadway musical hits. All ages welcome! [www.madisonopera.org](http://www.madisonopera.org)

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## A Blockbuster Summer

By Paula

Welcome to our first printed newsletter! We plan to keep tips coming on the Web site but will publish a print version of real estate news and trends each quarter. We look forward to hearing your comments and suggestions to make it as useful and interesting as possible.

There has been a flurry of activity since my transition over to Bunbury & Associates Realtors. I'm finally settling in and enjoying getting to know the warm and dedicated real estate professionals who work here. My new office is located at the Fitchburg Bunbury branch in the Bunbury/Wisconsin Bank building on Verona Road. If you're in the area, feel free to stop by.

I continue to be fascinated by the real estate profession and have enjoyed pursuing a number

of great training opportunities. Last Fall, I earned my **Accredited Buyer Representative** (ABR) certification. Just this past month, I hit another milestone by earning my **Certified Residential Specialist** designation (see related CRS story page 2). There is always something more to learn — I am never bored!

Thanks to everyone who was able to attend my **2008 Client Appreciation Movie Event**. It was wonderful to catch up and



Vickie, John, Maggie & Ryan Marquardt excited to see Indy back in action

hear the latest job updates, travel plans and home projects from my friends and clients.

Special thanks to my son, Bryce, for all of his help coordinating the event and for choosing this year's movie, *Indiana Jones and the Kingdom of the Crystal Skull*. Can't wait for next year.

It's already July and it's been a blockbuster summer so far. Stay tuned as we change the look of the Web site and work to tailor its features to best serve anyone looking for real estate information in the Greater Madison area. Don't forget to log on to [bestmadisonrealestate.com](http://bestmadisonrealestate.com)

I hope you are enjoying the summer season with family, fireworks, barbecues and basking in plenty of sunshine (now that the rain seems to have let up!)

## Thinking About Selling? Top Trends to Know Today

If you're planning to sell your home in the next year, keep in mind a few trends experts have seen in 2008 and expect to continue into 2009.

**Buyers are in the "driver's seat"** and are looking for newly updated kitchens and baths, pristine condition and a perception of value.

**Features outweigh footage.** Home size isn't having as much impact as space that is well-finished. Consider the details in flooring, fixtures and storage.

**Eco-impact** is gaining importance. Buyers will be looking for the ways a home is energy efficient, what the carbon footprint is, and how their purchase choice can be a positive one for the planet.

**Location** has always been a critical factor in home sales. Recently, buyers have been less likely to try new neighborhoods, favoring established ones with high resale opportunity. With rising fuel costs, relocation to more urban areas with mass transportation is likely to increase as well.

Content adapted from HGTVpro.com author Mark Nash.

# Market Watch

Here's a snapshot of June's residential real estate activity for Dane County. June tends to be the busiest month for home sales and closings. Data is taken from South Central Wisconsin MLS and pertains to all residential real estate (single family homes, condos, residential income property, excluding lots/land and commercial property.)

**Dane County**  
 # Active (total) - 6,048  
 # Listed in June - 1,222  
 # Sold in June - 627  
 Percent Sold - 51.31%  
 Sales Price/List Price Ratio - 97.27%  
 Average List Price (unsold properties) \$301,778  
 Average List Price (sold properties) \$263,371  
 Average Sales Price (sold properties) \$256,177

There are some current market problems, which are primarily the result of overly-liberal lending practices that ignored prudent underwriting standards.

Realistic pricing is crucial in this market, and is the key to whether a property sits on the market or sells in a reasonable time frame. Keep in mind that all markets are "local". Although some neighborhoods are seeing decreases, others are still seeing increases. Dane County has been a relatively flat market overall and continues to be less affected by downturns than other areas across the country.

Predictions for the next 12-18 months from according to the Wisconsin Realtors Association (WRA):

The market is re-energized, interest rates are good, listings and inventories are up.

Fundamentals will dictate success (i.e., pricing, location, staging and marketing).

In the short run, foreclosures and short sales will increase, which will create downward pressure on the price of other homes on the market.

In 2009, "normalcy" will be back.



*CRS is the highest designation awarded to sales associates in the residential sales field. It has been earned by only 4% of Realtors® nationwide*



# Paula Earns CRS Designation

Paula is proud and excited to announce that she has recently been awarded the prestigious Certified Residential Specialist (CRS) Designation by the Council of Residential Specialists, the largest not-for-profit affiliate of the National Association of Realtors.

Realtors who receive the CRS Designation have completed advanced courses and have demonstrated professional expertise in the field of residential real estate. Only approximately four percent of Realtors nationwide have earned the credential.

**What's a CRS?**  
 The Certified Residential Specialist (CRS) is the highest Designation awarded to sales associates in

the residential sales field. The CRS Designation recognizes professional accomplishments in both experience and education. Since 1977 the Council of Residential Specialists has been conferring the CRS Designation on agents who meet its stringent requirements.

**Why Use a CRS?**  
 Today, home buying and selling is faster, more complex, and more competitive in every way. Our goal is to make the process a little easier for you. The first step is choosing the right REALTOR®.

**Experience** — To earn the Certified Residential Specialist (CRS) Designation, every REALTOR® must have significant experience and volume of real estate transactions.

**Ethics** — Every CRS Designee is required to maintain

membership in the NATIONAL ASSOCIATION OF REALTORS® and to abide by its strict Code of Ethics.

**A Focus on Home Buying and Selling** — To help make the home buying and selling process more rewarding, every CRS Designee must have a proven track record in the business, as well as advanced education in related areas like finance, technology and marketing.

**Technology Expertise** — The training available to CRS Designees includes a strong focus on technology and its applications in the real estate business.

Paula looks forward to continuing her advanced training and bringing a high level of expertise to clients.

# Summer (Lawn) Lovin'



It's finally time to pull out the patio furniture, fire up the grill and enjoy outdoor activities in your yard. Here are some tips from HGTV that will keep your grass looking green all summer long. When cutting the grass, try to

keep its height at about two-and-a-half to three inches. Sharpen the blade of your mower at least three times a year to avoid grass split ends, and be sure to change your mowing pattern to prevent soil compaction, which will inhibit grass growth.

Instead of lightly watering your grass three to four times a week, give it a good soaking once a week — most lawns need about an inch of water. Watering early in the morning is best.

To combat weeds, make sure to use herbicides specially formulated to combat the types of weeds that

are growing in your yard. If you aren't a fan of herbicides, weed removal tools, such as weed hounds, usually do the trick.

Over-fertilizing is a common problem and can kill your lawn. You should only fertilize in the spring and summer months if you neglected to apply fertilizer in the fall. Every time you mow your lawn the clippings provide nitrogen, an excellent natural fertilizer.

Finally, keep kids, pets, vehicles and wheelbarrows off moist soil and emerging grass. Wait until your lawn is full and dry to enjoy it.

*To add depth and drama, try up-lighting trees, landscape features and architectural elements*



# Light Up the Night

If you're looking to spice up the outside appearance of your home, exterior lighting offers many options. To get you started, the lighting pros at GE explain some basic lighting techniques.

Ambient lighting, such as yard lights and porch lights, provide overall illumination, while task lighting consists of low-voltage lights along sidewalks and paths. Accent lighting includes spotlights and other types of special effect lighting to dramatize outdoor sculptures and fountains.

To add depth and drama, try up-lighting trees, landscape features and architectural elements by placing lights at an angle so objects are lit from below. Backlighting, which is achieved by angling a light against a wall or fence behind an object, creates a beautiful silhouette.

For security, make sure patios, porches and other outdoor living spaces are well lit, especially where there are steps that can be a potential tripping hazard. To prevent uninvited pests from crashing your next patio party, use bug lights,

which contain a special coating that makes the light invisible to bugs, so they aren't drawn to it.

Whichever lighting technique you use, use Energy Star bulbs, which use up to 75 percent less energy and last 8 to 10 times longer than ordinary incandescent bulbs. Outdoor timers and motion sensors also can save money and conserve energy. To get maximum effect from your outdoor lighting, clean exposed bulbs several times during the season.

Once you master these few

# Green Home Tips

We all want to do our part to be green... and save green. Check out these high-impact green home tips:

**Keep Your Cool**  
 Ceiling fans can make you feel cooler while reducing air conditioning costs by as much as 40% in summer.

**Try Branching Out**  
 For an all-around environmental boost, plant a tree. When properly sited, trees and other landscaping can save up to 30% in home cooling and heating costs. They also help cool your community and make your Smart Choice home even more enjoyable.

**Something Bugging You?**  
 Stay in control by starting with nature's own methods to beat the bugs. Attract birds with birdhouses, feeders, and natural backyard wildlife habitats to help reduce pests.

*Read more money-saving green home advice at [www.treehugger.com](http://www.treehugger.com)*

