

Preferred Client Update

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Working Hard To Keep You Informed

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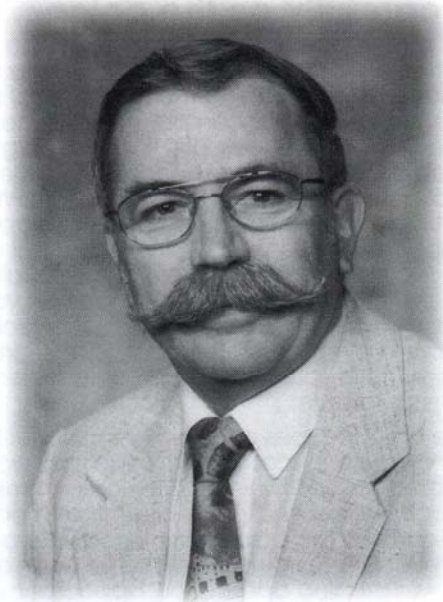
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don't overlook the paint

A thorough paint job on your home's exterior may be one of the fastest, easiest and least expensive "major" renovations you should consider.

The visual impact of just a few coats of paint may even result in an increase in the value of your home. Whether you are inclined to take on such a project yourself or hire a professional, it's worthwhile knowing a few details that might have an effect on your job's cost and overall outcome.

choose the paint type as carefully as the color

Most people spend a lot of time choosing the right paint colors for their home, but they rarely spend the same effort choosing the right type of paint. There are several key components that contribute to the quality of house paint, including pigments (which affect color and sheen), and binders which affect a paint's adhesion and durability. When paint is drying, the liquid component evaporates, leaving the pigments and binders behind as the actual coat of paint. Logically, higher quality paint will have more pigments and binders by volume, resulting in a thicker application, richer looking color, and a more durable coating. (Clearly you shouldn't thin your house paint, unless specified by the manufacturer.)

There are two types of house paint: water-based "latex" (which cleans up with soap and water) and oil-based "alkyd" (which cleans up with mineral spirits). It is widely acknowledged that modern high-quality latex paints have improved to such a degree that they outperform alkyd paint on most factors, including application, appearance and durability. For example, 100% acrylic latex paint is generally less likely to blister, flake, peel or chalk. In addition, latex dries more quickly, and maintains more elasticity and breathing ability. Nonetheless, oil based paints may be preferred under specific circumstances, where reliable adhesion is required, or when high-hiding properties are a concern.

think of the results

Don't compromise the quality and life span of your paint job by using the wrong paint, just because it's cheaper. High quality paint means high value: it goes

on faster and easier, and requires less brushing, less retouching, and possibly fewer coats to achieve an attractive, uniform appearance. Also, less spattering results in less waste and faster, easier cleanup (especially with latex). When top quality paint is applied to a properly prepared surface, the actual cost of paint on a per year basis may well be lower than a cheaper exterior paint because of the paint's life span. However, since every paint type has its own unique characteristics, it's wise to ask a qualified paint dealer to recommend the right paint for the job at hand.

Regardless of the type of paint, read the label carefully before you buy. Check the manufacturer's warranty and look for the features and properties that will achieve the intended results. Below are a few desirable paint characteristics that may add confidence to your decision:

features

High Adhesion

Chalk Resistance

Mildew Resistance

Color Retention

Alkali Resistance

Dirt Resistance

benefits

➤ Resists blistering, peeling, etc.

➤ Delays aging from exposure

➤ Suppresses bacterial growth

➤ Maintains original appearance longer

➤ Prevents deterioration on fresh masonry

➤ Sheds airborne dust and dirt

your home deserves the attention

Most homeowners know that they need to care for their investment through regular upgrades and maintenance. Yet, some don't realize that a fresh paint job can actually enhance the perceived value of a house. A new coat of top quality paint protects the home's exterior against the elements. Plus, when you show your interest in the appearance of your home, you communicate your intention to protect the home's integrity. That is the kind of pride that gets noticed by visitors and prospective buyers. It's also the kind of pride that can easily catch on throughout an entire neighborhood, and help maximize everyone's property values.

may affect real estate

Recent headlines about the risks of North America's oil dependency has sparked an accelerated effort towards improved fuel conservation and technological innovation, especially in automobile design. The greater, long-term solution is likely to be found in new fuel-efficient technology. Here are just some of the ideas that have gained increased attention:

HEV's (hybrid-electric vehicles):

Becoming more common, thanks to considerable consumer acceptance

TDV's (turbo-diesel vehicles):

Modern versions will be more consumer-friendly than older models

HHV's (hybrid-hydraulic vehicles):

Most effective with heavier vehicles in urban traffic, such as delivery trucks

FFV's (flexible-fuel vehicles):

Designed to allow for changes in type of fuel and varying fuel mixture ratios

Over the next several years, governments and automakers will steer us towards alternatives that lower fuel consumption and reduce emissions. While these innovations in the auto industry will create big savings over time, they will take some time to become accepted by consumers and could be costly at first. Therefore gas prices and availability will almost certainly also have an effect on how and where we choose to live in the future. We could see significant trends emerge in some real estate markets:

- Softer market values in remote "bedroom communities"
- Rising house prices near major employment centers
- Greater incentives for building (and buying) high-density housing
- Increased parking costs at condos (e.g. stacking garages, with discounts for smaller, lighter cars)

Whenever issues like the environment, economics, and politics converge upon our common culture, big changes are likely to occur. It may be difficult to predict which technologies will lead the way in practical solutions and popular trends, but we can certainly expect that lifestyles based on cheap and abundant energy will soon be changed for good.



Think, Act... Live!

"Motivation is what gets you started. Habit is what keeps you going." **Jim Ryun**

"Do what you feel in your heart to be right - for you'll be criticized anyway."
Eleanor Roosevelt

"The here and now is all we have, and if we play it right it's all we'll need." **Ann Richards**

"Don't simply retire from something; have something to retire to." **Harry Emerson Fosdick**

"All progress occurs because people dare to be different." **Harry Millner**

Always Happy To Help



If you have a real estate question that needs to be answered in a hurry, or have a house-related issue that requires professional advice, I would be happy to help you. Whether you want some reliable, up-to-date information on the residential market, or you're just curious about how your home might stack up against neighborhood listings, remember I'm just a call away.

No matter what it is, if it has to do with the house and home, I'm available to assist you.

If you want up-to-date statistical data for your street and area, please call.

**Call JC Van Der Walt today for all your Real Estate needs.
Realty Executives Apex**

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