

Moving or improving? Tips for a flawless painting project

Did you know spring is the best time to sell your home? And now that the housing market is bouncing back, there's never been a better time to do it. But even if you're planning to stay put for the long haul, chances are there are some much-needed touch-ups you could be doing to keep your home in tip-top shape. And you don't have to break your back, or the bank, to do it. In fact, adding a new coat of paint is a quick, affordable, and possibly the most impactful, way to get your project done.



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Prep, prime and primp

Misusing color can be a surefire way to turn people off from your home. For a more inviting look that nearly everyone can enjoy, opt for neutral paint colors. A subtle beige, slight grey or even white can do the trick.

First, move furniture out of the room and place drop cloths to protect the floor. Remove any picture frames, outlet covers and wall decor. Then, gently scrub the walls with a mild detergent and water mixture using a soft sponge to remove any dirt, grime or lint. Don't forget to prime your walls before applying color to ensure the best end-results.

Paint like a pro

For an ultra-smooth finish, try Purdy's line of Ultra Finish roller covers. These premium microfiber roller covers, available in 9-inch lengths and varying nap thickness, provide an even release of paint and deliver a consistent application from start to finish. Plus, they work great with any kind of paint and finish, including satin, semi-gloss and gloss, taking the guesswork out of the DIY equation. When applying paint, start at the top and ... CONTINUED PG. 2



A few words from the President/Broker, Amanda L. Grover, SFR

Here's an update on what we are seeing as the going trend in our local Finger Lakes Region economy. Although the number of homes selling is on a bit of a decline, sales prices are not. In fact, sales prices continue to slowly rise on

homes and especially raw land parcels. This trend can be explained by our inventory levels, which are down. We have buyers who are ready, willing and able to buy but there is a lack of properties to choose from. Our low inventory has allowed

for home prices to remain stable. We are seeing record high sales prices for land, especially farm/tillable acreage (which has sold as high as \$10,000/acre) Buyers tell us they feel more comfortable with their money tied to real estate

than the stock market. It's a growing investment option for folks tired of getting very low return on their money elsewhere. On top of the fact that land is something tangible/usable, they aren't making any more of it!

Moving or improving? Tips for a flawless painting project Continued...

“WHEN THE POWER
OF LOVE
OVERCOMES THE
LOVE OF POWER,
THE WORLD WILL
KNOW PEACE” —
JIMI HENDRIX

work your way down. For superior results, you'll want to fill the well of your roller tray with paint, dip the roller in half-way and then roll it back onto the tray's angled platform to easily remove excess paint. This will reduce dripping and improve overall paint cover. The best approach for applying paint? Use your roller cover to make an overlapping "W" pattern in a 2-foot by 2-foot area; then fill in and repeat.

For smaller interior paint projects or tight spaces, Purdy also has a variety of innovative mini roller choices that are versatile, lightweight and can quickly and easily deliver a perfect finish with smooth rolling action. These combined features make them the ideal applicator for a variety of projects like painting doors and cabinets, to freshening up tables, chairs and even bedroom furniture.

Keeping your color conviction

If you're still feeling deprived of color after your painting project is complete, never fret. There are several ways to add a pop of color throughout your home

without slathering the walls with offensive paint colors. Try incorporating fun accent pieces in your favorite colors - think lamps, frames, pillows and rugs. You can even include larger focal pieces like royal blue arm-chairs or a patterned couch to make a bolder statement. By keeping the overall aesthetics of your home neutral and inviting, and enhancing them with a few sight-provoking embellishments, house guests will be asking you for home decorating tips. And if your end goal is to get your home sold, consider these minor improvements a step in the right direction.

Article Courtesy of Brandpoint

“BLOWING OUT SOME-
ONE ELSE'S CANDLE
DOESN'T MAKE YOURS
GLOW BRIGHTER” — UN-
KNOWN

Get to Know Our Team! Some Things That Might Surprise You...



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We've recently started a marketing campaign for the rental of our Adirondack Mountain home. It's available to rent for 2 nights, a week or more. The rates vary by season and are as low as \$295 for a weekend stay. The location is prime: Right off Hollywood Hills Rd just a mile from Old Forge, and directly on Snowmobile Trail 4. It offers 2 bedrooms, cable TV, gas fireplace and lake access/beach. For more details: www.Facebook.com/CuttinWoodCabinofOldForge. So far, the renter feedback has been great!

We've caught up after the holidays and are now stepping it up looking for new listings and clients. Can't wait for the warm weather to get back outside and open our Cottage on Waneta Lake! We have a pontoon boat this year and everyone is excited about getting out. Maybe we'll have an office picnic on the water this summer! Think Spring.



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Narrowing down the last couple college choices for my daughter. Looking forward to vacation in the spring.

Enjoying working with my clients but will be taking a couple weeks break soon as my wife and I head for Florida for a little sunshine as my wife re-coops from shoulder surgery.

I am never too busy to assist with your real estate needs or questions! If you see me be sure to ask how construction is going on my Vacation Rental - peak weeks are filling up fast and the construction deadline is fast approaching!!

Been sewing up a storm, upcycling all my old scraps of material into a crazy quilt (to keep them out of the landfills!) Planning to auction it off to benefit Heifer Project when it's finished.



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FEATURED PROPERTIES



**3788 ITALY HILL RD
BRANCHPORT, NY 14418**

Great Finger Lakes Home!

Great home in the middle of the Finger Lakes. New windows, kitchen, insulation, vinyl siding and plantings of trees and shrubs throughout the manicured mature landscape. Stone water feature & 2 out buildings. First floor Master bedroom, Living/Family rm. features a Keystoker Coal stove. Kitchen features, upgraded cupboards, solid surface countertops functional island with storage and seats, recessed lighting and more. 2 bdrms up with potential for bath. Call Dan King! \$89,900.



**2760 OLD BATH RD
PENN YAN, NY 14527**

Location, Location, Location!

Very nice 3 bedroom 3 full bath ranch home just 2 miles from Penn Yan. Switzer Wood Boiler for baseboard heat and radiant heat in basement floors. Has deck and patio with your very own hot tub. This will not last long so make your call to view now. Call Phil Warren! \$168,900