



WELLS
REALTY & LAW GROUPS

COOLING REAL ESTATE

APPRECIATION IS COOLING OFF AND THE
NO. OF DAYS ON THE MARKET IS UP

A **HEALTHY** PRICE DROP MAY BE THE
ANSWER FOR THIS HOLIDAY SEASON



HOW TO CHOOSE
CARPETING

RECENT
HOME SALES
IN YOUR AREA

5 REASONS
MULTITASKING MAKES
YOU **LESS EFFECTIVE**

Cooling TEMPS EQUAL Cooling MARKET?

Now that the temperatures have started to dip we are seeing a cooling off of the real estate market. This is evident by a cooling off of appreciation and an increase in the average days on the market for listed homes.

Why is this happening? Some potential culprits are:

- Higher interest rates
- Government shut down and reopen
- Partisan bickering over the debt-ceiling and Obamacare
- More new home builders have increased the supply

How do we interpret all of these factors? The market has finally reached a price-point where buyers are just saying "too pricey for me!"

Given the fast approaching holidays, if your home is on the market and you have to move, a healthy price drop might be the answer.

Final assessment: keep playing it smart and don't fear competition – we don't! Why? We do what agents can't!



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HOW TO CHOOSE CARPETING

Before You Shop

Before you begin shopping for your new carpet, answer the following questions:

Where in your home will the new carpeting be installed?

Keep in mind that you'll need a durable type of carpet in rooms that see a lot of activity and have high-traffic areas, especially family rooms, hallways and game rooms. You can use our Flooring Estimator to help determine the right carpet for you and your family.

Do you have children and/or pets?

If you have a flock of little ones or furry four-legged family members, you'll need carpet with high stain resistance.

What do you like or dislike about your current carpet?

If your carpet isn't as soft as you'd like, or if you feel the color or style is outdated, then you have some options to consider that will deliver the characteristics you desire.

How quickly do you need your new carpet installed?

Special order carpets can take weeks to arrive, but there are retailers that carry a number of carpet types and styles to accommodate customers who need a quicker turn-around.

Carpet Considerations to Keep in Mind Before You Buy

1. Carpet weight and fiber: Ounce weight is the biggest factor in determining the cost of carpet. A lower ounce weight will affect thickness and softness. Durable fibers, such as nylon and polyester, normally are priced higher but you get better carpet for your money.

2. Carpet pad: A better pad will result in greater comfort and aid in durability.

Carpet Fibers and Types

Carpet Fibers

Carpet fibers are the specific type of material that comprises carpet. Because different fibers react to wear and tear in varying degrees, it's important to understand each type of fiber and

what they offer in terms of durability, stain resistance and fading.

There are five primary carpet fibers that comprise most carpet types:

- **Nylon:** The most popular fiber that is also the strongest and most durable
- **Polyester:** Offers superior stain and fade resistance while delivering vibrant coloration
- **Triexta:** Comprised of 39 percent corn sugars, which translates to extreme softness
- **Olefin:** Least expensive carpet fiber that repels UV rays
- **Wool:** The premier carpet fiber with excellent durability and a soft, luxurious feel

Carpet Types

When deciding upon the type of carpet that is right for your home, keep in mind that whatever type you choose, it will become a focal point for the room where you install it. You can choose to have your carpet accent your décor, or provide contrast, depending on your personal taste.

There are four main carpet types to choose from:

Texture (Saxony/Cut Pile): Offers a smooth surface and traditional look. Great for high-traffic areas such as living rooms and hallways.

Twist (Frieze): Delivers a modern, casual and stylish look with great durability. Recommended for bedrooms, sitting rooms and media rooms.

Loop (Berber): Provides maximum durability for active family rooms and high-traffic areas, such as recreation rooms, basements and workout rooms.

Pattern (Cut & Loop/Sculptured): Offers distinctive looks with patterns for a stunning visual impact. Recommended for formal rooms, dining rooms and basements.

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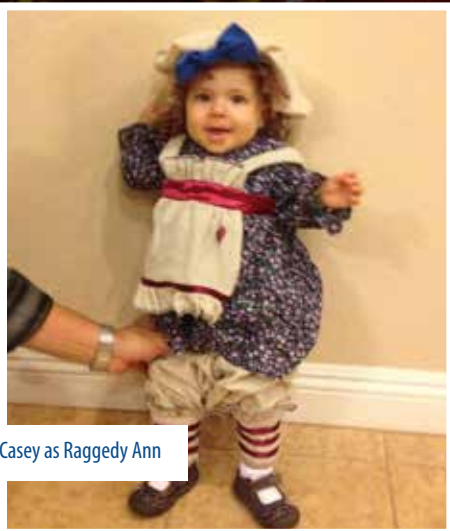
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5 REASONS

MULTITASKING MAKES YOU LESS EFFECTIVE



Many pride themselves on taking a conference call while perusing their inbox and texting their son; talking to a coworker while putting the finishing touch on that report and listening to the latest podcast; and making dinner while they ask their spouse about her day, fold laundry and watch their kids swim. But, do they really think this is reason to toot their own horn? Are they giving full focus to any ONE of those projects?

No. It's called multitasking, and it's a lie. As Steve Uzzell says in *The ONE Thing*, multitasking is "merely the opportunity to screw up more than one thing at a time." Translated to Gary speak – just plain dumb.

Why?

Research has proven time and again how multitasking is a detriment rather than a benefit to our lives. The simplest explanation is that when we try to do more than one thing at a time, we're dividing our attention and our performance suffers as a result.

How else does multitasking harm your productivity?
Keep reading.

1. Now where was I?

Multitasking makes it difficult to remember what you've been doing because it requires your brain to shift from the part responsible for memory to the part responsible for routine tasks.

2. Squirrel!

People who try to multitask are often more easy to distract because they have more trouble filtering out irrelevant information. In fact, when it comes to distractions, multitaskers can be their own worst enemy – spending an average of only three minutes on any one event before moving on to another.

3. Dumbing down.

Bouncing between e-mail, phone calls and web pages reduces your effective IQ by 10 points and your IQ stays lower, even after you've stopped multitasking.

4. Stress!

As the number of tasks you attempt simultaneously increases, your performance declines and stress rises.

5. Where did the day go?

Your brain needs to "reorient" to a new task each time you choose to switch between activities in the office, causing you to lose precious time – researchers estimate that 28 percent of the average work day is lost to this multitasking ineffectiveness.

Still not convinced? Try your hand at a multitasking test we all know the rules on – texting while driving. Apply the results to other areas of your life. Even though you're not behind the wheel, you may be surprised how multitasking affects your success in business and family life.

HOUSE OF THE MONTH

3452 E Jaeger Circle, Mesa, AZ 85213

For more Homes visit: Search.WellsRealtyGroup.com/

RECENT HOME SALES IN YOUR AREA

MESA	1525 W. 6th Dr	1140 Sqft	\$124,000
	11353 E. Cicero	1338 Sqft	\$143,000
	2207 E. Dragoon	1390 Sqft	\$181,000
	6521 E. Snowdon	1700 Sqft	\$225,000
	8360 E. Ingram	1986 Sqft	\$350,000
GILBERT	1067 W. Tremaine	1315 Sqft	\$188,000
	3318 E. Sheffield	1989 Sqft	\$216,000
	718 W. Douglas	1899 Sqft	\$260,000
	3977 E. Powell	2640 Sqft	\$310,000
	435 E. Phelps	4680 Sqft	\$466,000
CHANDLER	6193 W. Oakmont	921 Sqft	\$70,000
	746 E. Tyson	1485 Sqft	\$149,900
	13327 E. CHICAGO	1502 Sqft	\$197,000
	1581 E SAN TAN	1825 Sqft	\$245,000
	3311 E. Horseshoe	3985 Sqft	\$435,000
CHANDLER	5335 S. Mitchell	1156 Sqft	\$133,000
	418 W. Manhattan	1002 Sqft	\$144,900
	3929 S. Alder	2484 Sqft	\$252,500
	1715 E. Redfield	2049 Sqft	\$299,000
	2031 E. La Vieve	5054 Sqft	\$855,000
SCOTTSDALE	6907 E. Phelps	1023 Sqft	\$244,900
	11000 N 77th Pl	1693 Sqft	\$360,000
	7722 E. Nestling	1900 Sqft	\$429,000
	9678 E. Voltaire	2858 Sqft	\$585,000
	23762 N 112th	4336 Sqft	\$950,000
GLENDALE	5018 N. 86th	1891 Sqft	\$130,000
	9208 N. 49th	2200 Sqft	\$136,000
	7712 W. Oraibi	1422 Sqft	\$180,000
	5203 W. Wood	2111 Sqft	\$185,000
	21022 N. 61st	3286 Sqft	\$404,900

PEORIA	10486 N. 73rd	1771 Sqft	\$140,000
	8377 N. 107th	1772 Sqft	\$170,000
	8766 W. Port au Prince	1894 Sqft	\$197,000
	6899 W. Ashby	1910 Sqft	\$270,000
	9641 W. Pinnacle Vista	4464 Sqft	\$465,000
AVONDALE	3111 N. 115th	1086 Sqft	\$124,900
	13031 W. Cheery Lynn	1860 Sqft	\$165,000
	5 N. 125th	1858 Sqft	\$165,000
	11888 W. Kinderman	3674 Sqft	\$232,000
	3228 N 136th	4262 Sqft	\$355,000
SURPRISE	14300 W. Bell	946 Sqft	\$95,000
	13225 W. Ironwood	1479 Sqft	\$142,000
	15806 W. Lahlum	1338 Sqft	\$175,000
	16860 W. Northampton	3014 Sqft	\$210,000
	18392 W Port Royale	4259 Sqft	\$307,000
LAVEN	6446 W. Constance	1275 Sqft	\$112,500
	8015 S. 48th	1763 Sqft	\$146,000
	6706 S. 48th	2113 Sqft	\$157,000
	5314 W. La Mirada	1924 Sqft	\$360,000
	4308 E. Ahwatukee	1670 Sqft	\$186,000
AHWATUKEE	4076 E. Mountain Vista	1428 Sqft	\$215,000
	934 E. Mountain Sky	2161 Sqft	\$345,000
	16014 S. 36th	2901 Sqft	\$435,000
	14020 S. 8th	2833 Sqft	\$578,250
	3031 W. Charter Oak	1702 Sqft	\$140,000
PHOENIX	820 E. Villa Rita	1097 Sqft	\$150,000
	1439 E. Sequoia	1548 Sqft	\$180,000
	2129 W. Anderson	2368 Sqft	\$203,000
	18805 N. 39th	1924 Sqft	\$269,900

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