

# JEFF'S REAL ESTATE JOURNAL

News To Help You Save Time And Money

May 2012

## A Good Example Goes A Long Way

Two sons work for their father on the family farm. The younger son has for years been given more responsibility and reward, and one day the older son asks his father to explain why.

The father says, "First, go to the Kelly's and see if they have any geese for sale." The son soon returns with the answer, "Yes they have five geese they can sell us."

The father then says, "Good, please ask them the price." The son returns with the answer, "The geese are \$10 each." The father says, "Good, now ask if they can deliver the geese tomorrow." And duly the son returns with the answer, "Yes, they can deliver the geese them tomorrow."

The father now asks the older son to listen while he speaks to the younger son, who he calls over from another field. "Go to the Davidson's Farm and see if they have any geese for sale."

The younger brother soon returns with the answer, "Yes, they have six geese for \$10 each, or ten geese for \$8 each; and they can deliver them tomorrow. I asked them to deliver the six unless they heard from us in the next hour. And they agreed that if we want the extra four geese we could buy them at \$5 each."

Understanding dawns on the older son's face.

*It amazes me how a crystal clear experience says more than a book full of advice.*

*Jeffrey Simons*

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WORLD-CLASS SERVICE?  
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# What Mothers Know

What we say when we're...

- 4 Years Old - My mommy can do anything.
- 8 Years - Mom knows a lot.
- 12 Years - Mom doesn't know quite everything.
- 14 Years - Naturally, my mother doesn't know what's going on.
- 16 Years - Mom is so old-fashioned.
- 18 Years - That old woman? She's way out of date.
- 25 Years - Mom knows something about it.
- 35 Years - Before we decide, let's get mom's opinion.
- 45 Years - I wonder what mom thinks about it.
- 65 Years - I wish I could talk it over with mom.

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*Mother's Day falls on Sunday, May 13, 2012.*

## May's Other Days

Mother's Day is the day not to forget in May, but don't forget these other occasions:

**May Day**, May 1. May Day ceremonies vary greatly from region to region around the world and many unite both the holiday's "Green Root" (pagan) and "Red Root" (labor) traditions. In many countries, May Day is the same as Labor Day. The significance of May Day is that it is exactly six months from November 1, and represents the start of the growing season in the northern hemisphere.

**May Day is Lei Day.** In Hawaii, May 1 is set aside as a day to celebrate native Hawaiian culture. Invented by a poet and a local newspaper columnist in the 1920s, it has since been adopted by state and local government.



**Cinco de Mayo**, May 5. Nationwide in the United States and in



**See An  
Interesting Home?**

No need to wonder about the price or call a high-pressure sales agent who will make you feel obligated.

I can send you the information quickly and easily for any house, listed or sold, anywhere in town.

**Just ask me! It's all part of my free, no-obligation HomeFinder Service.**

Leave the address on my voicemail, anytime, 24 hours a day, and I'll fax, mail or email all the information on that listing within 24 hours.

increasing locations across Canada, the date is observed as a celebration of Mexican heritage and pride, and is often a good excuse for a margarita party. In Mexico the holiday is called *El Dia de la Batalla de Puebla* and observed to commemorate the Mexican army's unlikely victory over French forces at the Battle of Puebla in 1862.

**International Bike to Work Month.** In cities across the US, May 18 is National Bike to Work day. In Canada, Bike to Work Day varies by region, with several in May, June, and even July. This international event originated in Europe and is typically a seven day event that advocates the importance of bicycling as a means of transportation.

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*There is only one pretty child in the world,  
and every mother has it. ~ Chinese Proverb*

## Charisma Can Be Developed

Charisma means “divine gift,” and it’s used to describe people with powerful charm and personal magnetism. But it’s not always a gift—many people develop charisma by learning how to connect with people. You can too, using these techniques:

**Physical presence**—Whether or not you’re handsome or beautiful, you can boost your physical charisma:

- Take care of your overall health. Healthy people are more attractive.
- Make direct eye contact with other people when speaking.
- Dress well.
- Stand and walk straight, with your head held high.

**Emotional connection**—This is a vitally important aspect of charisma. Connect emotionally with people in these ways:

- Practice being clear and positive when communicating.

- Focus on the people you're trying to connect with, not on your own needs.
- Listen without interrupting. Comment on what they said instead of launching into your story.
- Express an optimistic outlook—people like to follow upbeat people.

**Intellectual connection**—Charismatic people engage other people's minds:

- Expand your reading to include literary interests, not just business books.
- Take a class in a subject you don't know enough about.
- Develop and use a better vocabulary.

### ***Free Reports!***

- Making The Move Easy On The Kids.

### ***Free Information!***

- How To Stop Wasting Money On Rent

### **Free Newsletter Subscription!**

**See page 7.**

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*I want my children to have all the things I couldn't afford.  
Then I want to move in with them. ~ Phyllis Diller*

## **The Art Of The Cheap Road Trip**



The key to making your holiday road trips inexpensive is planning ahead. Here are some thoughts to get your wheels turning:

**Food:** Most people save money by eating from their ice chest while road-tripping. Best are foods that stay somewhat dry, like bagels, cheese, nuts, and the like. Try to avoid foods that you have to eat soon or they go bad. Also, note that surveys show that if you try to just eat from the cooler, you'll likely abandon the effort before too long—and there goes your plan for a budget trip. Try to be realistic and plan for your likely behavior. Think about mixing it up, like eating breakfast and lunch from the cooler and splurging on dinner.

**Lodging:** If you're comfortable camping, great! You can also combine your camping with occasional hotel stays. Investigate campgrounds and plan your trip so that you connect up to nice facilities along the way. Some have a swimming pool, showers, and other conveniences. Be sure to compare. You might be able to stay at a budget hotel for as much as the nearby campground. Also be aware of the weather. For instance,

campgrounds are very cheap at Lake Havasu in the summer—because at 110 degrees at night, who can sleep without air conditioning?

**Vehicle expenses** Long before you take your trip, get your car serviced. Check the spare. Top off the fluids. On the road, get gas at the larger truck stops where gas is usually cheaper. Don't allow your tank to get empty—top it off at  $\frac{1}{4}$  tank. Seriously consider getting CAA/AAA or a similar road service plan. You don't need it until you do! And there are many places that offer CAA/AAA discounts. And remember to drive at lower speeds. You could save 10% to 20% on your gas!

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*There are no foreign lands. It is the traveler only who is foreign.*  
~ Robert Louis Stevenson

## Gas Waste

In case you've ever wondered...

- Speeding, rapid acceleration and braking can lower fuel efficiency by 33% at highway speeds and by 5 % around town.
- Improve gas efficiency by up to 3.3% (3  $\frac{1}{3}$  cents per dollar) by keeping your tires inflated to the proper pressure.
- Idling consumes gas too. Depending on engine size and air conditioner (AC) use, it could cost you 2 to 3 cents per minute of idle. Turning the engine back on will use about half a minute's worth of fuel, so if you plan to be idle for more than 30 seconds, turn it off.



## Thermogenic Foods Burn Fat

What is Thermogenic Food? It's food that raises your metabolism slightly, helping to burn off calories. The best known of these foods are spicy peppers and green tea. But the actual thermogenic effects of those foods are fairly low—about 80 calories at most when consumed in high quantity.

The best way to get a thermogenic effect is to combine different foods. Since fat has the lowest thermogenic effect, and protein the highest, a diet low in fat and high in lean protein will give you the best burn. Also, reducing carbohydrates will help, since high carbs convert to fat.

## **WELCOME NEW CLIENTS**

Here are some of the new clients who became members of our "Real Estate Family" this past month. I'd like to welcome you!

**Aaron Sauma**

**Alan & Kim Gibson**

**(Referred By Carrie Steyer)**

**Dave & Sefali**

**(Referred By Pavan & Depinder Mann)**

**Joe & Natalie Lee**

**(Referred By Dan Romero at LPL Financial)**

**Kathy Wood**

**(Referred By Mom & Pop)**

**Tim Koenig**

**(Referred by Tony Savala)**

*We love recognizing our new friends and wonderful existing clients who are kind enough to introduce their friends, family and neighbors to us.*

When you combine the right thermogenic foods and essential fats, plenty of green veggies, and a limited amount of starchy carbs, plus 20-minutes a day of moderate exercise (like taking a brisk walk) your body will become a fat burning machine.

## **The Importance Of Advertising**

An old blind man was sitting on a busy street corner at rush-hour begging for money. On a cardboard sign, next to an empty tin cup, he had written: 'Blind—Please help'. No-one was giving him any money.

A young advertising exec walked past and saw the blind man with his sign and empty cup. The ad exec took a marker from her pocket, re-wrote the sign, and went on her way.

Immediately, people began putting money into the cup. When it was full, the blind man asked a stranger to read the sign to him. "It says, 'It's a beautiful day. You can see it. I cannot.' "

### ***Are you looking for Outstanding Business Professionals? We are too?***

*Who do you know that delivers outstanding service that we can refer our clients too? We want our clients to be so outrageously happy with the introductions we provide that they will call us and say "thank you" for that referral!*

*This months featured business partner is Adriel Esparza with RPMG Mortgage. Adriel specializes in First Time Home Buyers with a 99.5% loan to value - low down payment assistance program option. Please give us a call today if you can benefit from the help and services that Adriel offers...*

Please take some time to familiarize yourself with our new website...

[www.NorthOrangeCountyMarketWatch.com](http://www.NorthOrangeCountyMarketWatch.com)

This amazing tool offers buyers and sellers the opportunity to not only view homes in real time, yet allows anyone the opportunity to compare schools with any neighborhood in the United States, access community information, trends on pricing and activity or days on the market and so much more! It's truly an awesome tool and it's completely FREE!

# JEFF'S REAL ESTATE JOURNAL

## Free Information Request Form

Please complete the box below and place check marks next to the free reports and information you'd like to receive.

Fax this form to 714-784-7665 or mail it to: Jeffrey Simons – Keller Williams Realty –  
19631 Yorba Linda Blvd. Yorba Linda, CA. 92886  
or just call me at 714-746-8103!

**www.JeffreySimons.com** \* **Jeff@JeffreySimons.com**

Name: _____	Phone: _____		
Address: _____	Email: _____		
City: _____	State/Province: _____	Zip/Postal: _____	Fax: _____
Please send me the requested free information selected below via <input type="checkbox"/> Mail <input type="checkbox"/> Fax <input type="checkbox"/> Email.			

### Free Reports

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- Five Deadly Mistakes Home Sellers Make
- Making the Move Easy On the Kids
- How Sellers Price Their Homes
- How to Stop Wasting Money on Rent
- How to Sell Your House For the Most Money In the Shortest Possible Time
- The 10 Dumbest Mistakes Smart People Make When Buying or Selling a Home

### Free Information

- Send me information about your free, no-obligation Home ~ Finder service.
- Send me the special computer report showing the features and sale prices of up to 15 of the most recent home sales near the following address:  
\_\_\_\_\_, City: \_\_\_\_\_ or in  
the \_\_\_\_\_ area.
- Please let me know the listing price and features of the home at the following address:  
\_\_\_\_\_.
- Please let me know the selling price of the home at the following address:  
\_\_\_\_\_.
- Please call me to arrange a free, no-obligation market valuation on my house.

***Do you have a family member or friend who would enjoy a free subscription to Jeff's Real Estate Journal? Just provide me with their contact information, and I'll add them to my mailing list.***

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal: \_\_\_\_\_

# Jeff did it again!

He just listed another home



4446 Parkcourt Lane \* Riverside

*This stunning home offers a very free-flowing floor-plan with approximately 1805 sq. ft. of very comfortable living space with a grand living and dining area, in addition to a gorgeous Kitchen, an inside laundry room and a direct access 2 car garage... Some of the spectacular improvements include the stunning tile flooring throughout the downstairs Kitchen, family room and baths, custom interior paint throughout, raised 6-panel doors, an updated kitchen with gorgeous cabinets and granite counter tops and stainless appliances in addition to the recessed lighting, . There are custom ceiling fans in addition to 2" blinds, plantation shutters, built in entertainment center in the living room, custom cabinets and painted garage floor, and the list goes on and on... Visit this home online at [www.4446ParkcourtLane.com](http://www.4446ParkcourtLane.com) or simply give me a call today!!!*

**Who do you know that would love  
to buy a home just like this one?**

**Call Jeff at:**

**714-746-8103**