

NSB Market Update

by Larry and Janet Mendez, REALTORS

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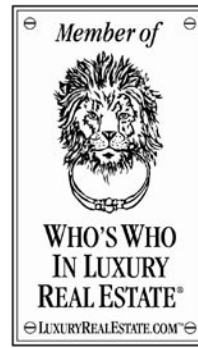
Home Staging: Making a Positive First Impression

Like teens sitting anxiously on metal chairs at a cotillion, hoping someone will ask them to dance, the home with the “for sale” sign posted on its lawn eagerly solicits a suitor. Certain tenable factors affect the speed of the sale—pricing, location, market conditions, general condition of the home, etc. But assuming all of the dynamics are in the sellers’ corner, why aren’t some homes briskly whisked away? The answer lies in the realm of the superficial: the almighty “first impression.”

If you think of the trouble home builders go to to create the illusion of a sumptuous lifestyle by walking you through a designer model home, the concept of “home staging” becomes clear. Model homes seduce you with rich color schemes and coordinated accessories, properly placed furniture, beautiful linens and table settings, and fresh green plants. Who can resist slipping into the fantasy of living in such a warm, cozy setting?

Now apply this to selling your home. Typically, potential buyers have made up their minds ten seconds after they step in the front door. They were already forming an opinion as they pulled in your driveway. For this reason, home staging is the secret weapon used more and more by the savvy realtor/seller team.

While home staging usually begins with clearing the clutter and rearranging the furniture -- the stuff that distracts the eye -- it also can include rolling the right color on the walls, accenting rooms with smart accessories, laying an eye-catching area rug, hanging an



impressive piece of art on the wall, and reshaping the landscaping out front. In some cases, such as a new home or one in dire shape, home staging means decorating from scratch, and quickly. Prices vary according to the depth of service you require and the stager you hire. Some stagers maintain an inventory of accessories and furnishings they lend clients; others use a well stuffed Rolodex and cell-phone to work their makeover magic. All aim to increase the perceived value of your home. The right one will help you see a worthwhile return on your investment.

It's a fact of life: first-impressions do count. And what a pair of contacts, tube of Clearasil, and a charming smile can do for a teen, a home stager can do for a house. Attract the buyer, create an appealing ambiance so that they can imagine themselves happily living there, and you will speed up the sale of your home and demand top dollar for it.

To get you started, we have negotiated a special offer for you at The Extra Touch, located at 2120 S. MacDill Avenue. (Coupon below)

For information on home staging and any issue related to home buying or selling, please let us share our expertise, experience, and resources with you. We are happy to work hard to earn your business.

Happy holidays and best wishes!



LEADING
REAL ESTATE
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NSB Association wishes to thank Larry and Janet Mendez for sponsoring our newsletter for the coming year.

COUPON

For Custom Window Treatments, Pillows, Tablecloths, Bedding, Select Antiques, and more, call Bruce Howser, designer/owner of The Extra Touch. If you tell him that Janet & Larry sent you, he will come to your home and waive the initial \$50 consultation fee. You provide the fabric; he takes care of the rest! Competitively priced...friendly personalized service! Call (813) 251-1920 or drop in to his shop at 2120 S. MacDill Avenue.

NEW SUBURB • Beautiful

Winter 2004 Edition

President's Notes

Hello Everyone! We hope you are finding these newsletters worthwhile. This issue is your final newsletter for 2004.

Please mark your calendars for our final Association sponsored event, our **Christmas Caroling and Toy Drive, Sunday, December 19, 6 to 8:30 p.m.** at my and Tracy's Home, 2608 Jetton Ave. Tracy has planned festive food and drink to keep our carolers merry! Paula Meckley and I are heading up the Caroling planning and have two special treats...a **Horse Drawn Wagon and a Toy Drive.** Plus, this is also the Amaryllis Garden Circle's Night of the Luminaries. The Wagon, provided by Flatwoods Farms, will carry the merry carolers through the candle lit New Suburb Beautiful streets as we collect new toys for the Tampa Bay Toys for Tots charity. The horse drawn wagon (Paula's fantastic idea) can carry 20-25 people and will allow more carolers to visit more homes.

As the wagon makes its rounds, we ask you to please donate a new unwrapped toy. NSB Elves accompanying the Wagon to help take your donation. Your generosity will benefit **Tampa Bay's Toys for Tots** charity. So mark Sunday, Dec 19th...come on out and join in the caroling (bring a flashlight!), or enjoy the music and friendship from the comfort of your porch, and help a worthwhile charity. One last note, (pun intended), we are looking for a volunteer Chief Caroler to help lead the NSB singers. Please contact Paula (254-7553) or myself (505-2031).

Speaking of parties, a big thank you to Brian and Molly Smith and to the folks between Watrous and Jetton on Marti who hosted this year's two Halloween street parties. We are interested in hearing your thoughts on the Adult party. Please let us know what you thought or would prefer next year. Is this Adult party worth repeating in 2005?

Several neighbors have asked me to address the following topics. The alleys. Please be mindful of the cleverness and appetite of our well-fed raccoons. Several neighbors have asked me to please remind folks to place garbage securely in containers. A few residents have contacted the city to complain about the sanitary conditions of our alleys. Remodeling. Likewise, a request to those engaged in NSB's and South Tampa's favorite pastime, home remodeling. Please be sensitive to the "state" of your home/lot site

and to those of you who are neighbors of the remodeling project, please be understanding and patient. From personal experience of living through a lengthy remodeling project, it is a very difficult time for both homeowner and neighbors, requiring the understanding, communication and patience of all parties. The end result usually benefits us all.

Garage Sale. Thanks to Mary Schroeder for quickly and efficiently putting together the Nov 27th neighborhood garage sale. We estimated that 30 residents participated. This was our second neighborhood sale, hurricanes aside; we will plan on another sale in 2005!

Balloting. Unfortunately, we have not received any nominations or volunteers for the 2005 Board. Ok, I realize none of this comes to any of you as a big surprise...however we do need to determine the members of the 2005 board. The current board's term expires 28 February 2005. So, come on-- we know you are out there! If you are willing to serve or have a nomination, let me know. We would like to have the new board announced at our February Town Hall meeting.

Security. I have spoken with neighbors who remarked that they were glad to have our NSB Security Program available on several specific occasions. When the 2005 Security Program notices are sent to you, please take a moment to renew your support to help us safe guard one another and increase our peace of mind.

Infrastructure. Other than Remodeling, our second favorite pastime is dealing with "This Olde Neighborhood's" routine power outages, poor storm drains, and sinking roadways. If you have driven up or down (pun intended) Marti lately, looks like we will give Busch Gardens a run for the money on Tampa's newest roller coaster ride. Thanks to neighbor Bill Bonney, the board is in the early process of organizing our Comprehensive Plan; you may have read about Ballast Point Association completing one. Its serves as a neighborhood wish list to present to City Council. We are also looking to prepare a survey to solicit your feedback and opinions.

Season's Greetings

Arthur

ajwood3@tampabay.rr.com

Halloween Party Photos...



Summary of Security Patrol Activity

The full reports submitted by our NSB Security Patrol available online at www.nsb-tampa.org.

September 2004

- An officer spoke to a resident in reference to an old brown Chevy Caprice casing the surrounding neighborhood the day before. The officer checked the FL tag number provided to him on the police computer but it was not reported stolen. The registered owner of the vehicle did not match the description of the driver/occupants so a field report was completed in the event they had committed an offense in the area not yet discovered.
- An officer spoke to a resident who waved him down in reference to a disturbance last night. A friend of the resident came over and refused to leave creating a disturbance. The officer directed the resident to call for an on duty officer if it happened again.
- An officer responded to a residence to a 911 Hang Up Call, turned out to be construction workers working on the telephone lines, no emergency.
- An officer assisted a resident with the changing of a flat tire.
- An officer stopped a person in the neighborhood on a bike who matched the description of a suspicious person casing the surrounding neighborhood. The person did not have any warrants and a Field Report was completed.
- An officer conducted a traffic stop on a vehicle at Morrison and Georgia for speeding, verbal warning issued.
- An officer discovered some landscaping vehicles blocking 2500 block of Sunset, the officer made contact with the operators of the vehicles to have them moved so the residents could travel safely through the neighborhood.
- An officer discovered a vehicle parked along the curb with the windows down and valuable property inside. The officer notified the owner to secure the vehicle to prevent any theft.
- An officer observed a white van backed up to a residence with the back doors open during the day. The officer made contact with the driver who turned out to be a person repairing some drywall inside the residence. The officer thought a burglary in progress was being committed.
- A resident left a message about a suspicious vehicle in the area at about 5:30 PM. The officer called the resident back and obtained the details and vehicle description. The resident was able to provide a tag number where the officer completed a Field Report on the vehicle in the event any crimes were discovered later.
- A resident left a message to have an officer conduct a welfare check on a neighbor, the resident advised that she would call for an on duty unit and a return call was not necessary.
- Two residents left messages about the same suspicious red Jeep Cherokee seen driving around the neighborhood the night before. An entry was made in the logbook for the other officers' knowledge.
- Three residents left messages for vacation checks or cancellations. One resident asked for a return call and that was done.

Crime Prevention 101

A recent article in the Tampa Tribune delivered good news: South Tampa property crimes – robbery, car theft and auto burglary-- are down by more than 30 percent in the first 10 months of this year compared with the same period last year. Still, vigilance is key. Our patrol officer provided us with these worthwhile tips to add a bit more spin to the crime rate's downward spiral.

Daily, lock doors and windows, including garage doors that are frequently left unlocked or open. If you have an alarm system, that is great. Even better is one that is monitored by an alarm company that calls the police when activated. Make sure the alarm signs in the front yard are visible from the street and there are stickers on the windows to alert the suspect to the system.

Some people, many of them indulgent pet-lovers, leave a light and a TV on while they are away. Suspects snooping around the house to see if anyone is home will think it is occupied.

If you are planning on being away a few days or longer, notify the NSB patrol officer and leave a vacation check request. While you are gone, your house will be checked each shift. Leave all of the following information for the officer: your name, address, telephone number, vacation dates (to and from) and an emergency contact number (either a cell phone, relative or neighbor). The emergency number is especially important in the event an officer catches a person committing a crime to your property. The crime cannot be substantiated without the consent of the property owner or representative and as a result, the suspect must be released. If you arrive home early, inform the NSB patrol officer! In the past, residents have mistaken officers for burglars and vice versa.

Prepare your house for your departure, too. Put a few interior lights on a timer to make it appear as if the home is occupied. Have someone turn your outside lights off during the day. Lights left on in the daylight for days on end tell a suspect that the homeowner is away. Put a stop on your mail and newspapers so they do not build up in the mailbox or on the front porch. Alert your neighbors to your vacation and encourage them to use your driveway.

Questions about our security program? Call Jeff Monsein, 253-3700.

Handy Man List

Additional information available online at: www.nsb-tampa.org

Electrical

Maurice Scott Electricians (Maurice Scott or Paul)
813-832-8306

Williers Electric 813-876-8065

Steve DiVona, DiVona Brothers Electric
813-837-6114

E.S. Electric (Eddie Sack Free Estimates)
727-584-8961

Rudisill Electric (Rick Rudisill) 813-995-9039

Drywall/Plaster Install/Repair

Charley Robinson (Master Plaster Worker Plaster
Wall Repair) 813-988-4768

Kenny Rogers (Drywall Repair or New/Creative
Drywall Texture) 813-681-4604

Stucco Wall Repair

Tony and Sons (ask for Tony) 727-461-5926

General Home Repair

Vernon Backus 813-877-5509

Tom Bauman 813-287-8962

Carpentry

Greg Caldwell 813-986-6830

Roofing

Kurt Dombrowski Roofing 727.787.9216

Steve Potter 813-971-1768

Porter Roofing (Ed) 813-874-6757

General Contractors

Holt Construction (Richard Holt & Felix)
727-797-8891

Steve McCarter 813-368-2143

DeNome Construction, Inc. 813-875-3805

DiNicola Construction, Inc. Dominic DiNicola
813-376-3350

General Architect

Geoff Meyer Associates, Inc.
813-849-2259

House Painting

Jeff Monsein (decorative painter, muralist and
faux finisher) 813-253-3700

VanDale Painting (Dave Vanderlaan)
813-933-7022

Lawn Care

Marco's Lawn Care (Marco) 813-225-3481

Roy Perry 813-839-1252

Michael Fish Pereria (the Fireman) 813-948-7638

House Cleaning

A Sparkling Team (Kirby Hoban) 727-710-5502

Sophie Muniz 813-885-1464

Zolia (contact Mary Schroder) 813-340-4231

Soledad Mora - 787-7354

Veterinarians

Animal Alternatives Dr Anne Lampru
813-265-2411 (specializing in geriatric animals
and animals other vets have given up on)

Joe Arcuri, DVM, Joe home: 813-251-9180

Maria A. Miller, D. V. M. Mobile/on site
Veterinary Care 813- 839-9373

Plumbing

Florida Plumbing Billy Rozo 813-818-0035

BelMar Plumbing 813-839-1183

Assorted Stuff

Hardwood Floors Holleywood Floors
Jeff Holley 813-920-6829

Garage Doors Stevens Garage Doors Rick Stevens
813-933-0220

Cabinets Castor Cabinets 813-254-1171

Attic Insulation Vaughn Reed 813-228-9228

Home Inspector Britannia Consultants
(David Booth) 727-772-8900

Structural Design and Repair Wisdom Structures
(Scott Morrison) 813-253-6561

Canvas & Sunbrella Awnings Custom Canvas
Structures (Ron or Mike) 813-251-1115

Security Systems ADT Security (Bruce Sebast)
813-417-3523

Lawn Irrigation Oasis Irrigation (John Moller)
813-837-9396

Scott Haynes, painter/home repairs/remodeling
813-238-7415

Carpet & Upholstery Cleaner - Premier Cleaning
Systems - Steve Wilson 813-263-8244 <http://www.premiercleaningsystems.com>

Christmas Caroling and Toy Drive

Sunday, December 19, 6 to 8:30 p.m.
Home of Arthur & Tracy Wood
2608 Jetton Avenue

- * Festive Food and Drink
- * Horse Drawn Wagon

Bring A New, Unwrapped Toy or Have One
Ready to Donate!

WANTED: Chief Caroler
Please Contact Paula Meckley 254-7553
or Arthur Wood 505-2031.

New Suburb Beautiful Board Members

President: Arthur Wood, 2608 W. Jetton, ajwood3@tampabay.rr.com

Vice Pres: Jeff Mendenhall, 2528 W. Morrison, jeffm5555@aol.com

Secretary: Jody Haneke, 2716W. Jetton, jhaneke@haneke.design.com

Treasurer: Jeff Monsein, splatman@splatpaint.com, 813.253.3700

Co-Chair Block Captain Committee: Karen Heinberg, 2413 Sunset
Drive, 251-1888 and Paula Meckley, 2715 Jetton Ave., 254-7553

Baby Sitter List

Name	Phone	Age	Birthdates
Emily Hoffman	253-2505	17	Dec-86
Jillian Monsein	258-9822	16	Jul-88
Sarah Foster	309-1979	16	Sep-87
Kimberly Marino	258-5643 or 250-9146	16	Feb-88
Laura Datz	254-8052	18	April-86
Lauren Bateman	253-5368	14	Nov-90
Lindsay Prokopetz	251-6253	16	Sep-87
Megan Bateman	253-5368	12	May-89
Samantha Datz	254-8052	20	Jan-84
Molly Datz	254-8052	13	Nov-90
Sarah Schroeder	253-3186	17	Dec-86
Tina Marino	258-5643 or 250-9146	17	Mar-86
May Wood	251-9109	14	May 90