

BUILD + ELEVATE IN 2022

Your Local Spring Real Estate Update

Vol. 5
Spring
2022



HOME MAINTENANCE
Top Interior Design Trends
to Watch Out for in 2022

LIFESTYLE
10 Ways to Stay
Motivated in 2022

HOMEOWNERSHIP
Happy New Homes

A NOTE FROM SHERI WESSEL



Everything I Touch - Turns to **Sold!**

Dear current and future clients,

In honor of 2022, the theme of this issue of my real estate magazine is “build and elevate.” Why both? Because when you build with the purpose of elevating your current position, you find yourself surrounded by a whole new world of opportunities. That’s what I want for you, and I hope this issue will give you the tools to set yourself and your property up for a year full of success.

Make yourself a healthy snack, block a little time in your schedule, and flip through this inspirational content ranging from the benefits of a newly constructed home to an actionable list of ways to stay motivated this month and beyond. Plus, you’ll find some of my most popular local listings, client success stories, and so much more!




And, as always, if you have any questions or just want to talk more about our local real estate market, I am just a phone call away.

Here’s to building and elevating in 2022!




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QUARTER IN REVIEW

16 County Twin Cities Market Snapshot

	Q4 2021
 Number of Homes Sold	16,524
 Average Sale Price	\$391,593
 Average Days on Market	30

Keller Williams Premier Realty - East Suburban Snapshot

	Q4 2021
 Number of Homes Sold	412
 Average Sale Price	\$364,124
 Average Days on Market	32

TOP INTERIOR DESIGN TRENDS TO WATCH OUT FOR IN 2022

It's been two years since the pandemic started, and many of us are still working remotely from our homes, whether it's out of our makeshift office in the kitchen, living room, or whatever space is conducive to productivity. As we continue to navigate forward this year, be sure to carve some time out of your busy schedule to find ways to enhance and elevate your home. Lucky for you, we curated a list of the hottest interior design trends that will not only give your space a much-needed makeover but also restore a sense of hope and optimism about what lies ahead in 2022.

Remember: There are no hard and fast rules when it comes to embellishing your space, so use the following trends as inspiration, not prescription. If you're looking to sell your home in the near future, speak with an agent to find out how you can leverage these trends to appeal to home buyers.



50 SHADES OF GREEN

Green represents new beginnings and growth, so there's no better color to herald the new year. To create an uplifting and revitalizing environment, you could use a pop of jewel-toned greens. Whether it's adding a plush velvet green couch to your living room or adorning your dining room with a jade vase, your options to bring nature indoors through furniture and decorative pieces have never been easier. Before you know it, your home will become the ultimate destination for relaxation and restoration among friends and family.



Antiques and vintage items pay homage to the past and add extra personality and eclectic style to your home.

OLD-SCHOOL CHARM

What's old is new and what's new is old. Antiques and vintage items pay homage to the past and add extra personality and eclectic style to your home. They also preserve the memories of those who once had the great fortune of owning beautiful, one-of-a-kind pieces to embellish their space. To add some retro charm to your home, bring out your grandmother's antique floral porcelain vase and place it in the center of your dining table. Or add some brilliance to your living room with an art-deco table lamp. No matter what era you're partial to, there's a piece of furniture or accessory that will help you create an entirely new look.

STAY AHEAD OF THE CURVE

Whereas straight lines and sharp edges lend a sleek, modern feel, rounded shapes add softness to an interior space, giving it a warm ambiance. Going beyond circles, rounded shapes also include egg shapes, ovals, arches, and more. If your space looks too much like a geometry worksheet, try breaking up the harsh edges by adding a curved swivel chair or coffee table in your living room. Or add some oomph in your hallway with a beautiful, oval-shaped mirror to reflect a sense of freshness and relaxation that can't be seen with a traditional square or rectangle mirror.





BRIGHT AND COLORFUL KITCHENS

Last year, neutral palettes reigned supreme in the realm of home decor. While this trend will remain popular for the foreseeable future, it's time to break out of the tried-and-true color scheme and embrace bold, vibrant colors. Liven up your kitchen with a splash of color; whether it's painting your walls a beautiful, seafoam green or experimenting with geometric prints and patterns, add some joie de vivre to the space. After all, your kitchen should inspire you to experiment with different recipes and come up with culinary masterpieces that rival those of your favorite Michelin star chef.

LITTLE BLACK ACCENTS

There's nothing quite like black accents to add a touch of sophistication and beautiful contrast to your home. This is especially true if your home is alight with natural wood tones or other organic materials. The same sentiment can be extended if you prefer a more minimalist space. Look around your house to see where you can incorporate some edge. Could your white sofa use a small, black side table to accentuate your living room's best features? Or perhaps you can add a couple of black throw pillows to make your sofa the room's centerpiece. No matter how you want to incorporate this timeless color into your home, know that a little goes a long way.



ILLUMINATE WITH STYLE

Equal parts function and fashion, statement lamps are making a comeback this year and they're poised for a bright future. Coming in all shapes, sizes, and colors, decorative lamps can put a spotlight on different areas of your home (especially rooms that don't get a lot of natural light). On the quest for a stunning architectural piece? Try perching a sculptural-metal table lamp on your coffee table. If you're looking for something more subtle yet still striking, a Grecian-bust table lamp on your nightstand might just be the inspiration you need to fulfill your New Year's resolution to read 30 pages of a novel every night before bedtime.

Coming in all shapes, sizes, and colors, decorative lamps can put a spotlight on different areas of your home.

FEATURED SALE



19140 Embers Avenue, Farmington

\$518,000
3296 sf
5 bed / 3 bath

We sold their home \$60,000 over list price with no inspection or appraisal concerns - doesn't get better than that!

Congratulations to Sam and Lori!

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You can also schedule in-person or virtual tours through the KW App!
Download it at your app store to get started: app.kw.com/KW12RK3QO



10 Ways to Stay Motivated in 2022



You've seen it happen. You may have even been that person. For one week after the new year begins, you are meticulous about acquiring new habits and pursue them with an optimistic outlook – the thought of a fresh start. Yet, more quickly than not, it's back to the same old routine.

This year, challenge yourself to continue building upon your goals without losing track of the feeling of motivation you woke up with on Jan. 1. Start off with some inspirational reading (Gary Keller and Jay Papasan's *The ONE Thing* and *The ONE Thing Planner* are great resources). And, keep your eyes on the prize with the help of these 10 tips.

1 Identify your big why.

When the going gets tough, what is the ONE Thing that will help you push through and visualize yourself at the end of the obstacle course?



2 Seek accountability.

Whether it's a fitness, career, or financial goal, buddy up with someone with a similar goal, or someone who inspires you to move forward. If your means allow, coaching may be a great option.

3 Set SMART goals.

That's specific, measurable, attainable, relevant, and time based. Having clear and direct goals in every area of your life will breathe fresh motivation into your journey.

4 Stay creative and inspire.

Get motivated by inspiring others! Become a regular on online forums, or start a social media page focused on the goal that's nearest and dearest to your heart, or even on mindset as a whole.



5 Put progress on paper.

Go old school with a notebook tracking your progress, or use an app to see how far you've come and stay inspired to keep going.

6 Plan it out.

Create a detailed plan for the aspects of your life you are trying to elevate. If it is a routine, make three versions, to account for various levels of busyness and energy.

7 Build up.

Instead of going full speed ahead and burning out, start small and work your way up to the next big milestone.



Meditate.

Train your mind in the art of resilience, and you'll have an easier time sticking to your goals.

9 Embrace the failure.

You're bound to hit a roadblock or two along the way. The difference between giving up and moving forward is whether you let that derail your plans or shake it off.

Shift your perception.

Identify your limiting beliefs, or opinions that you might believe to be absolute truths, and challenge yourself to acknowledge alternative truths you may be ignoring.



REAL VALUE REAL EXPERIENCE



Sheri Wessel
Real Estate Agent

CREDENTIALS

BA Elementary Education
and Multicultural Relations
Univ. of St. Thomas

Awarded
Super Real Estate Agent
Received yearly since 2012
Top 3% of MN agents nominated for this award

Awarded
Top 20% KW Agent
Based on total sales volume

Awarded
Triple Gold Award
Based on sales volume per year



Keller Williams Premier Realty - East Suburban Office
635 Bielenberg Drive, Suite 100 | Woodbury, MN 55125

“When you choose to work with me, you’re partnering with a trained agent that has the backing of the world’s largest real estate company, consisting of 200,000+ associates around the globe. That puts your search in the hands of the largest, most resourceful real estate network.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged with what’s happening in the neighborhoods you’re eyeing.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we’ve formalized a belief system that guides how we treat each other and how we do business.”

35

YEARS IN BUSINESS

750

TOTAL CLIENTS SERVED

597

REPEAT CLIENTS (80%)

37

CLIENTS SERVED IN 2021

**WIN-WIN
INTEGRITY
CUSTOMERS
COMMITMENT
COMMUNICATION**

or no deal
do the right thing
always come first
in all things
seek first to understand

**CREATIVITY
TEAMWORK
TRUST
EQUITY
SUCCESS**

ideas before results
together everyone achieves more
starts with honesty
opportunities for all
results through people

SUCCESS STORIES

Nate & Megan Howard



WHAT THEY SAID

“ It was such a pleasure working with Sheri to find our first home! She is extremely knowledgeable and personable, which was very comforting as first-time home buyers. Sheri made the home buying process as smooth as possible, while helping us to best understand everything. Sheri always responded very quickly when we needed to get in touch with her. This was important to us, as things can happen extremely fast in the housing market. Her great communication skills were imperative when it came to negotiating with the seller and having our offer accepted. We highly recommend Sheri to anyone looking for a knowledgeable and dependable realtor!

Sydney Anderson



WHAT THEY SAID

“ Thank you for helping me find my first home, I love it so incredibly much and appreciate how easy you made the process for me! I feel super lucky!



Happy NEW HOMES

Four reasons why you may want to move
into a newly constructed home

Is moving into a new home on your 2022 to-do list? Not just I-have-never-lived-here-before new, but no-one-has-ever-lived-here-before new? Whether you're a current homeowner or a first-time home searcher, a newly constructed home could be just what you need to make your property dreams a reality this year. Here are four reasons why new builds could be worth your down payment and/or putting your current living space on the market.



1. UNLEASH YOUR *Creativity*

If you've ever played the popular computer game The Sims, you know how much fun it is to design your own dwelling space. Depending on when you enter the building process, new home construction can be just like that, but in real life! Whether you're working with a contractor to fill an empty plot or you're able to get in on the ground floor of a new housing community, you may get to leave your mark on everything from how many floors your house contains to the style of the light fixtures that illuminate every room.

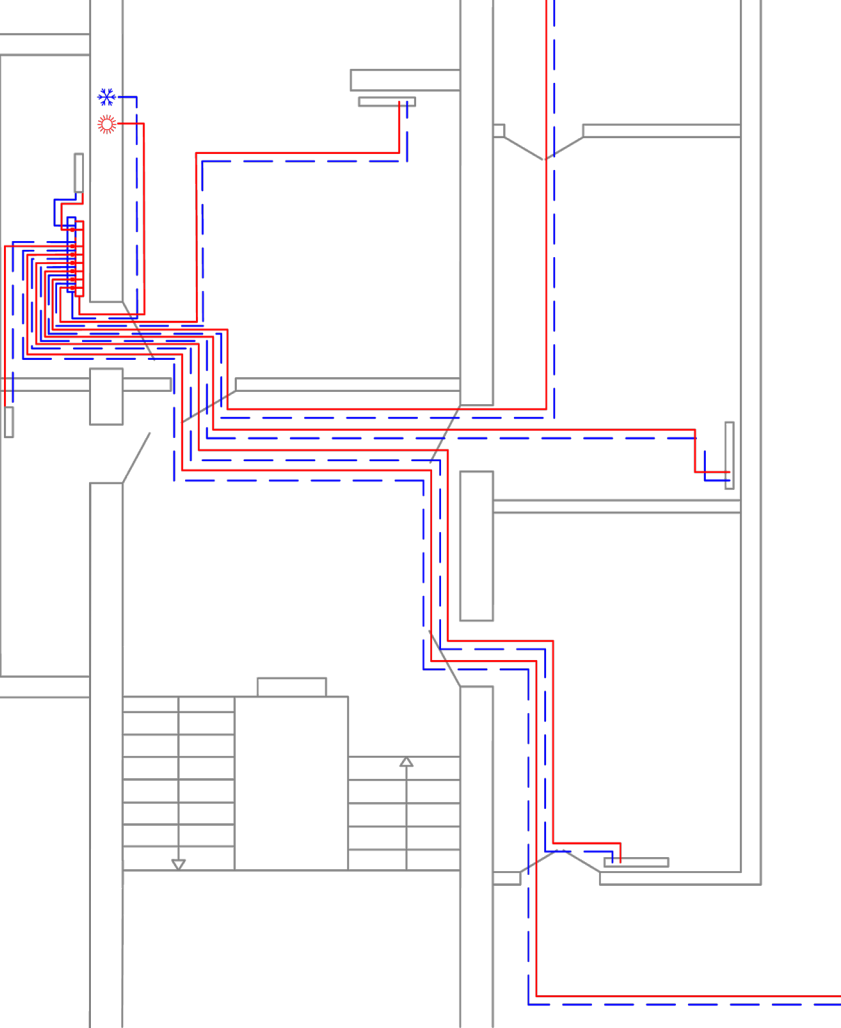
Even if the property is already complete, the modular nature of many modern homes allows for a level of customization you can't find in most older properties. At least not without enlisting a contractor and construction crew. When the dust has settled, the paint is dry, and those keys land in the palm of your hand, you can take pride in knowing you're moving into a home that is truly yours.



2. PROTECT YOUR PHYSICAL AND *Financial Health*

According to a recent Statista Research Department report, nearly 75% of homes in the U.S. are 30 or more years old, and 43% of homes were built before 1978 when lead-based paint was first banned. Since then, regulations on other harmful chemicals like asbestos, formaldehyde, and phthalates have resulted in safer building materials ranging from paints and varnishes to pipes and insulation.

Purchasing a new home on a fresh plot of land could also make your property eligible for a new home warranty, which could cover everything from materials to workmanship. You'll be able to rest assured your residence meets the most recent codes and regulations. It also removes the need for renovations to replace outdated materials, which lowers maintenance fees and other unwanted surprises sometimes found in older homes.



3. REACH *Peak Efficiency*

Of all the many benefits technology offers, efficiency is probably the most significant. From water fixtures to HVAC systems, new homes often include countless efficiency upgrades you won't find in older models. One excellent example of this is the seamless integration of smart devices. For instance, many modern homes either come with or can easily be equipped with smart security systems like motion-activated cameras or video doorbells. Speaking of, bluetooth locks are becoming increasingly common in new residences.

In terms of lowering your monthly bills, newly constructed homes are often better suited for solar panels, smart thermostats, or even refrigerators that connect to your Wi-Fi router. Modern homes are also more likely to have external power outlets for amenities like electric-vehicle charging stations or battery-powered backup generators. In addition to reducing your carbon footprint, these innovations have the potential to lower your monthly costs.

4. THINK ABOUT *Longevity*

As our society becomes more technologically advanced, future home buyers will continue to demand modern amenities like the ones previously mentioned. For that reason, purchasing a new home can be a potentially profitable financial investment. Not only is a new home likely to retain its value, but it could also lead to some beneficial credits that could help lower your taxes. Whether you're interested in a permanent residence or an investment property, a new home may be just what you're looking for.

Interested in learning more about the new home opportunities in our area? I would love to sit down and discuss them with you! Give me a call at 651-270-7157 to hear about up-and-coming housing developments, the latest listings, or trusted contractors who could help you turn an empty plot of land into a sparkling new piece of property.

COOLEST WINTER PROPERTY SHOWCASE



19140 Embers Avenue, Farmington
\$518,000 - SOLD
3,296 sf | 5 bed, 3 bath, 3 car garage



20825 Goodhue Way, Lakeville
\$520,000 - SOLD
2,960 sf | 3 bed, 3 bath, 3 car garage



4405 Clover Lane, #B, Eagan
\$216,000 - SOLD
1,076 sf | 2 bed, 2 bath, 2 car garage



1825 Donegal Drive, #8, Woodbury
\$204,500 - SOLD
1,080 sf | 2 bed, 1 bath, 1 car garage



33399 Clark Valley Trail, Cannon Falls
\$490,000 - SOLD
1,988 sf | 3 bed, 2 bath, 2 car garage



3030 Aldrich Ave S, Minneapolis
\$426,500 - SOLD
2,016 sf | 4 bed, 2 bath, 3 car garage

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You can also schedule in-person or virtual tours through the KW App!
Download it at your app store to get started: app.kw.com/KW12RK3QO



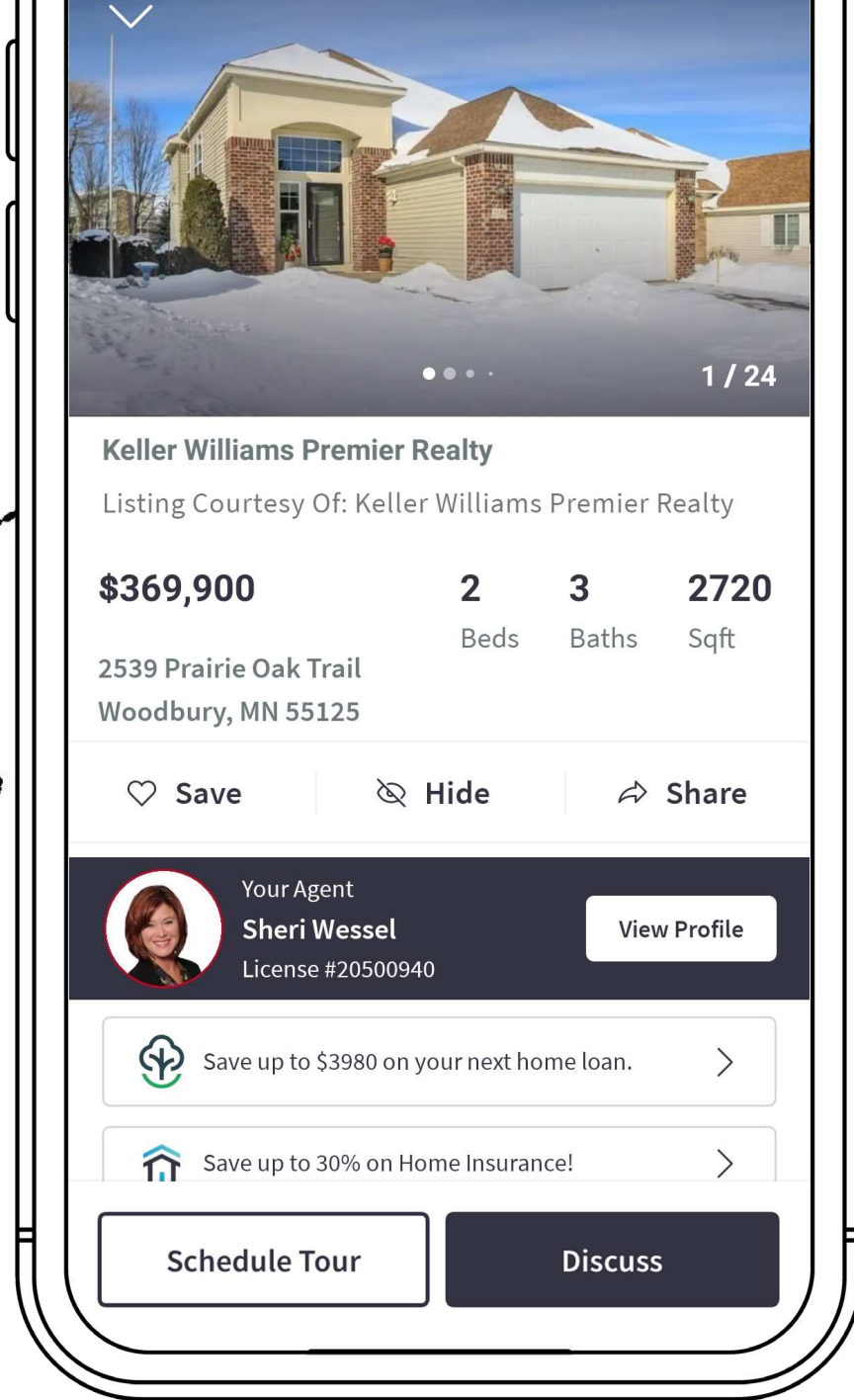
ASK AN AGENT



SHERI WESSEL

“What does a guaranteed appraisal or gap guarantee mean?”

This is a relatively new strategy for submitting an offer based on today's market of low inventory. In order to have a seller consider your offer above other offers an appraisal guarantee is an attractive option to the seller. It says that if the price you offer (usually several thousand over list price) doesn't appraise at that price then you are willing to pay the difference in cash. An example would be a home listed at \$375,000 and the buyer offers the seller \$405,000. Offer is accepted and appraisal is ordered. The appraiser goes out to the house and does his research and cannot justify the price of \$405,000 (this is common when no sold comparables are available) so gives the value of \$390,000. That means the buyer needs to come up with the additional \$15,000 at closing. The buyer also must still have his agreed upon down payment and closing costs as well. Not all buyers are in the position to do this, but it is one way to win those competitive multiple offer scenarios. Depending on the type of financing can also change this up a bit, but if you are a buyer looking to buy in the near future this is one option to discuss with your agent - me! Give me a call!



STAY IN. SEARCH ON.

app.kw.com/KW12RK3QO