

## Krista Jones Home Stage Advantage

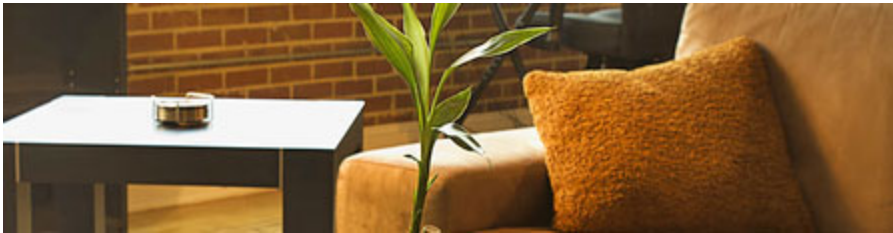
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**From:** Home Stage Advantage [krista@homestageadvantage.biz]  
**Sent:** Wednesday, March 18, 2009 2:17 PM  
**To:** krista@homestageadvantage.biz  
**Subject:** The Green Recovery for Real Estate



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March 2009

### The Green Recovery

*How the American Recovery and Reinvestment Act is making real estate greener*

-Krista Jones

I'm a huge fan of the color green. It's a calming, refreshing color that's easy on the eye, and is associated with healing and the environment. In staging, it is a versatile color that adds life to a space. In fact, green is the most relevant color in today's headlines.



Green is most often associated with being eco-friendly. But now, green is also being associated with the recovery of our economy. Green for All and PolicyLink's Bringing Home the Green Recovery: *A User's Guide to the 2009 American Recovery and Reinvestment Act* is a must-read for anyone connected with real estate. The guide provides a great overview of the Recovery Act as well as an overview of green recovery programs.

According to the guide, the estimated allocation of funds for Washington State includes over \$50 million for job training, education, and unemployment programs. These funds will be critical in turning our local economy around and improving consumer confidence.

But, it doesn't end there. In a press release last month, HUD announced that Washington State was allocated the following funds for housing related issues:

- \$40 million to public housing agencies - over \$17 million to the Seattle Housing Authority alone. Our housing authorities will use

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### Attention All Builders!

This market is tough on new construction. Selling it is just one step in the process. Builders are having to go the extra mile to help their

these funds for energy-efficient improvements and to make large-scale improvements to public housing developments.

- \$14.8 million to tribal organizations. The money will be used for energy efficient modernization and renovation of housing maintained by Native American housing programs.
- \$6.72 million for lead hazard reduction and control. Nearly half goes to the state.
- Over \$43 million to the Tax Credit Assistance Program (TCAP). Designed to kick-start the production of stalled affordable rental housing projects, the funds will be distributed competitively and give priority to projects that can begin construction immediately.
- \$22.5 million to invest in full 12-month funding for Section 8 project-based housing contracts. This will allow owners to take on necessary project improvements to maintain the quality of this critical affordable housing.
- \$16.3 million for Community Development Block Grant Program (CDBG). These funds are focused on our own community development priorities and will most likely be used to rehabilitate affordable housing and improve key public facilities.

Additionally, HUD will temporarily increase the loan limits of mortgages insured by the Federal Housing Administration (FHA) up to \$729,750. FHA's reverse mortgage product, the Home Equity Conversion Mortgage, will have a new limit of \$625,500.

Many of these projects will be started at the city or county level, so you must be on their roster to be considered. For projects under \$100,000, we found <https://sharedprocurementportal.com/default.aspx> a valuable site. You'll find links to other useful sites about projects and funds on [homesstageadvantage.biz](http://homesstageadvantage.biz).

What does all this mean for you? It means green - as in dollars! There will be work for construction companies, new projects for investors, tax credits for home owners and more. All of this leads to more real estate transactions.

The next two years will see everything around us get greener: the economy, the environment, and, our wallets. I don't know about you but green is my new favorite color!

### Let the Light Shine In

Lighting in a home that is too dim, too harsh or too cold can work against the sale of it. Lights on timers and lightly colored furnishings present this bedroom in the best possible light.



Before



After

### Eat and Educate

buyers sell their existing properties so they can move into their newly built homes.

We can help! Call us to partner with you and provide amazing customer service to your clients. We will help them prepare their homes inside and out for a fast sell. 206.550.4318



### Green Appeal

Don't forget to stage the outside of your properties.

Curb appeal is a huge factor in buying decisions and it is imperative that the outside draws buyers in.

Trim bushes to below window height (and make sure they are not touching the home) and trim trees from the bottom up to let in light. Of course, make sure the lawn is green and mowed.

Home Stage Advantage offers busy professionals a convenient and enjoyable way to learn how home staging fits into your marketing plan. Our Accredited Staging Professionals will come to your site, provide lunch for all attendees, and through an interactive presentation share concrete steps to incorporating staging in every listing.

Some of what you'll learn:

- Why staging is critical to the home selling process
- How staging can help your listings sell faster!
- Tools to help reluctant sellers grasp the importance of staging
- ... and much more!

The April schedule is filling, but there's always room for one more! Give us a call (206.550.4318) or send us an email to reserve your date.



We love what we do and love sharing our experiences!

**Save  
25%**

Save 25% on all vacant stagings. Hire Home Stage Advantage before the end of March and enjoy this substantial savings on staging services for your vacant listings.

**Offer Expires: March 31, 2009**

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Home Stage Advantage | 919 SW 150th Street | Suite B | Burien | WA | 98166