

Miami

Real Estate News

Impacting One of Life's Largest Investments

(305) 340-2830 • www.MiamiDadeRealEstateNews.com

11 Critical Home Inspection Traps to Be Aware of Weeks Before Listing Your Home for Sale

Miami Beach – According to Industry experts, there are over 33 physical problems that will come under scrutiny during a home inspection when your home is for sale. A new report has been prepared which identifies the 11 most common of these problems, and what you should know about them before you list your home for sale.

Whether you own an old home or a brand new one, there are a number of things that can fall short of requirements during a home inspection. If not identified and dealt with, any of these 11 items could cost you dearly in terms of repair. That's why it's critical that you read this report before you list your home. If you wait until the building inspector flags these issues for you, you will almost certainly experience costly delays in the close of your home sale or, worse, turn prospective buyers away altogether. In most cases you can make a reasonable pre-inspection yourself if you know what you're looking for, and knowing what you are looking for can help you prevent little problems from growing into costly and unmanageable ones.

To help home sellers deal with this issue before their homes are listed, a free report entitled "11 Things You Need to Know to Pass Your Home Inspection" has been compiled which explains the issues involved.

To order your free report visit www.HomeInspectionTrap.com, or to hear a brief message about how to order your FREE copy of the report, CALL: 1-800-466-9098, ID 1003. You can call any time, 24 hours a day, 7 days a week.

Get your free special report NOW to learn how to endure a home inspection doesn't cost you the sale of your home. ■

Homes Sell Quickly When Sellers Understand What Buyers Want

by Osmany Garcia

What do buyers want? Many times, starting out, buyers don't actually know what they want. Over time, after previewing a number of homes they begin to know what they want, but it is a process that ends in a sale only when the benefits of a home stand out clearly to the Buyer—benefits, not features. Then, there is a sale.

For a home to sell quickly, for top market dollar and with the least hassle for all concerned, every aspect of the benefits of the home you are selling—as looked at from the Buyer's perspective—needs to be considered and clearly displayed. Benefits... there's that word again. But how do you display and sell the benefits of a home? First know the difference between the benefits of a home and the home's features.

Features include how many bedrooms and bathrooms a home has. Maybe the home has a basement and a garage. Perhaps the home has a deck or patio. These are examples of features. Buyers certainly shop using the features of a home as their initial search criteria. A growing family may need a four bedroom home, so your three bedroom home will not suit their needs. Another fam-



ily may have young children so they will want the master bedroom on the same floor as the additional bedrooms for their children. Another family may have teenagers and might prefer the master on the main level to have some separation from the noise and video games. All these are features of a home. And if the features do not match a Buyer's needs, your home is excluded from their search. If they do, it is included.

What makes a home stand out from the crowd are the benefits of a home; these are the intangibles that

compel a Buyer to want to preview your home and helps them to equate the price of your home with their sense of the home's value. Certainly pricing your home correctly for its features and benefits is very important. Initially, a home purchase is seen as a commodity purchase, not unlike buying a car or even a suit of clothes. Price is a big initial factor. But as buyers start to shop—previewing homes on-line before they chose a home to visit—they equate value with price. They eliminate or select homes for their search based on their percep-

tion of value. And it is the benefits of your home that gets your home selected or rejected during their initial search.

Some features cannot be changed, but they can be clearly pointed out in the "benefits rich" marketing of your home. For example, a home located on a cul-de-sac is not just the description of the location of the home. It is a reminder of the safety of the location for families with children who often play on the street and need to be kept safe

Continued on Page 2

INSIDE THIS ISSUE MAY 2013



SLIDING
DOORS
HOME
PAGE 2



RECOUP
LOSSES
SELLER'S
CORNER PAGE 4



27 Quick and Easy Fix-Ups to Sell Your Home *Fast* and for *Top Dollar*

East Cobb – Because your home may well be your largest asset, selling it is probably one of the most important decisions you will make in your life. And once you have made that decision you will want to sell your home for

And For Top Dollar. It tackles the important issues you need to know to make your home competitive in today's tough, aggressive marketplace.

Through these 27 tips you will discover how to protect and capitalize

about what can make or break the sale of your home.

You owe it to yourself to learn how these important tips will give you the competitive edge to get your home sold fast and for the most amount of money.

PRESORTED STD
U.S. POSTAGE
PAID
GREENFIELD, IN
PERMIT NO. 220



Argentina

Mixes Olives and Wine, Keeps Travelers Happy

by Anne Z. Cooke
and Steve Haggerty

Ten minutes in the orchard and already my hands felt raw. How do they do this all day without gloves, I wondered, shuffling my feet for a better foothold in Argentina's sandy clay.

It was Thursday, the day we'd expected to be tasting wine at the Zuccardi family's finca (ranch) and winery, in Maipu, Mendoza Province. Instead, we were clawing through a tangle of branches, trying to pick enough olives to feed Zuccardi's state-of-the-art olive oil press.

It looked so easy when Torey Novak, Zuccardi's tour guide, gave a demonstration. You hang a cone-shaped canvas sack around your neck and pick a tree loaded with ripe fruit. Reaching up into a branch, you grab it with both hands and yank down hard, stripping the olives off and into the sack. When your neck cries uncle, you empty the sack into the 40-pound crate handily stacked nearby. Then you fill the second crate, and the third, all day every day until the harvest ends or your hands scream uncle.

"Nah, most good pickers don't wear gloves," said

way. But our best picker can fill 45 crates in a day." Mercifully, my career as a field hand died before it was born.

But why in blazes were we fooling with olives when we'd left Buenos Aires three days earlier on a mission: to smell, savor, taste and compare Malbec, Argentina's signature red wine, at the source? And why was "La Familia Zuccardi," a family-owned, three-generation-old winery and leading Malbec producer, growing olives?

As it happens, a number of long-established wineries here in the Cuyo area, scrubby desert land on the sunny east slope of the Andes Mountains, grow multiple crops. The soil, irrigated for centuries before Europeans explored the region, is ideal for growing both grapes and olives; more than 6,000 olive growers and 1,200 wineries are scattered through the two adjacent provinces of Mendoza and San Juan.

The region's newer wineries stick mostly to grapes, concentrating their efforts on building sales. But for visitors to the region, the complete farm-to-bodega tour adds another dimension altogether. When you've mucked around in the man's orchards and harvested his olives, you feel

stacked on the golf cart, we watched our olives macerated into mush. Tasting the newly pressed oil, we proudly pasted labels on our take-home bottles. Then we knocked the dirt off our shoes and headed for the bodega itself.

Here, in the Casa Del Visitante, sepia-toned photos serve a slice of late 19th century history, capturing tired-looking Italian immigrants toting luggage, working the fields, picking grapes and vegetables and building railroads. Framed photos of Zuccardi's founding ancestors, frozen in ankle-length dresses and high collars, highlight the exhibits. Then it was on to the fermentation vats and eventually to the tasting room. The tour ended not with a "we're done, let's go," but with a traditional Argentine meal prepared by Chef Ana Rodriguez at the winery's casual café and food shop, the Pan Y Oliva.

For wine aficionados, Mendoza is a destination in its own right. One way to get there is by flying through Miami to Santiago, Chile, and east over the Andes (a short flight or drive) into Argentina. But for us, the winery visits were an add-on, a last minute addition to a family reunion in Buenos Aires. Our third

visit was in Buenos Aires (only

of the world's fifth largest wine industry, we couldn't say no. What we'd forgotten is that Argentina is nearly as large as the United States (four times the size of Texas); Mendoza, 646 miles west of Buenos Aires, is hardly a weekend getaway. And with limited vacation time, flying was the only option. We'd rent a car at the airport, we assumed, and explore the wine country on a relaxed schedule, just as we've done in California's Napa and Sonoma, in Oregon, in Washington state, even in France.

But that isn't the way they do it in Mendoza. Because the wineries are scattered far apart and road signs are poor, drop-in guests are non-existent. Instead, you call or email and make a reservation for a specific time. On the appointed day, the bodega schedules a staff member to conduct the tasting, chooses sample wines and polishes the wine glasses.

Anyone can make a reservation for a visit and tasting. But there are advantages to signing up for a one- to five-day tour with a wine tour company, someone who knows the industry, the wineries, and Argentine culture. It's akin to renting an audio guide when you visit an art museum. You come away better informed and certainly

includes daily lunch (with wine), hotels and transportation by van. If you have specific wine labels or vintages in mind, they'll customize your route. Our cousins, who knew the drill, handled it for the four of us, arranging a three-day guided tour with a guide they'd used before.

We started in San Juan Province, going first to Callia Winery and then to Graffigna, where Chief Wine Maker Gerardo Danitz, eager to answer even the dumbest question, fielded a tasting that could have doubled as Wine Wisdom 101. His patient explanations were an ideal send-off for what would be three days of tasting, spitting, tasting, sneaking a swallow here and there—for the strength to push on—and running out of adjectives to describe the infinite range of fruity, nutty flavors.

Heading south to Mendoza, we stopped first at Vistalba Bodega, wine czar Carlos Pulenta's show place, where most visits include both tasting and lunch at his much-acclaimed five-star restaurant, La Bourgogne. Then it was on to Tupungato Winelands to see recently planted vineyards and the new golf course; to Salentein and a culture museum; and finally to Zuccardi. Which is how we found our

grant history and the parallels between Argentina and the United States. But in most of the towns we saw, you could walk down the street and—except for the signs in Spanish—think you were at home. Both countries were settled by immigrants from Europe who brought farming skills to the New World. Settling in places like Wisconsin, Iowa, Virginia, and throughout Argentina, they saw what looked like empty land, and displacing or killing the indigenous tribes, claimed it.

Early Spanish explorers and missionaries had already introduced grapes and cattle; with land to spare, beef cattle, herded by cowboys in the U.S. and by gauchos in Argentina, became a staple. And grapes, initially grown for the fruit or to make table wine for home use, became a commercial success.

Like Argentina's immigrants, Malbec grapes are also an import, brought from France. But it took Mendoza's sandy clay to create those tongue-tingling perfect fruity, nutty, oaky, you-name-it flavors. A wine bottle, tucked into my luggage for the return trip, would have been nice. But the custom-picked, personally selected, orchard-to-table olive