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# NORTH SHORE

## Real Estate Buzz

### Housing Market Buzz

Real Estate is a hyper local commodity and the exact location, school districts, and other factors dramatically impact market conditions and home values. This update will provide general information.

#### Deerfield Single Family Homes

- Median List Price \$604,500 ←→
- Average Days on Market 197↓
- Median House Size in Sq. Ft. 3,047

#### Glenview Single Family Homes

- Median List Price \$699,000 ←→
- Average Days on Market 141↓↓
- Median House Size in Sq. Ft. 2,738

#### Northbrook Single Family Homes

- Median List Price \$649,000 ←→
- Average Days on Market 133↓↓
- Median House Size in Sq. Ft. 2,827

#### Deerfield Condos and Townhomes

- Median List Price \$329,000 ←→
- Average Days on Market 76 ↑
- Median House Size in Sq. Ft. 1,742

#### Glenview Condos and Townhomes

- Median List Price \$399,000 ↑↑
- Average Days on Market 93↓↓
- Median House Size in Sq. Ft. 1,600

#### Northbrook Condos and Townhomes

- Median List Price \$349,994 ←→
- Average Days on Market 107↓↓
- Median House Size in Sq. Ft. 1,924

Data from Altos Research LLC

For more information on your community or neighborhood, contact me.



### Why Pet-Friendly Homes Are in High Demand

One of the many benefits of owning your own home is the freedom to find your 'forever' friend. By pointing out the aspects of your home that make it 'pet-friendly' in your listing, you'll attract these buyers, rather than alienating the 68% of American households that have a pet!

If you are one of the many homeowners looking to list your home for sale, how do you stand out to the millions of pet parents searching for their dream home?

Whether a dog person, a cat person, or someone who prefers the company of another pet species, 99% of pet owners say that they consider their animal to be family. When finding a home, 95% of animal owners believe it is important that a housing community allows animals.

A study by the National Association of Realtors (NAR) revealed that there are many aspects of the home buying, selling and owning experience that have been greatly impacted by our love for our pets.

This should come as no surprise, as \$72 billion was spent on pets in the U.S in 2018. NAR's President William E. Brown shed some light on the impact of pet owners and their home search.

"It is important to understand the unique needs and wants of animal owners when it comes to homeownership. REALTORS® understand that when someone buys a home, they are buying it with the needs of their whole family in mind; ask pet owners, and they will enthusiastically agree that their animals are part of their family."

#### The Power of Pets When Choosing the Right Home

- 89% of pet owners say they would not give up their pet due to a housing restriction
- 81% of Americans say their pets play a role in their housing situation



- 31% of animal owners have refused to put in an offer on a home because it wasn't a good fit for their animals
- 19% of Americans say they would consider moving for their pet
- 12% percent have moved for their pet

New home builders have actually begun installing retractable pet gates that tuck away neatly inside door jams as a highly requested feature in new homes to attract pet-parents.

So, if you are a homeowner looking to sell in today's pet-friendly environment, point out the features of your home that will attract pet owners:

- Fully fenced in backyard – (91% of pet owners ranked this as the most important feature of a home to accommodate their pet)
- Locations of dog parks/walking paths/pet-friendly beaches in the area (71% ranked this as the top feature of any neighborhood they would consider)
- Proximity to veterinarians/groomers/pet supply stores (31%)

Americans love their pets and will look for pet-friendly features in the home they wish to buy, so take advantage of this knowledge by pointing out your home's ability to meet their needs.



# Spring Maintenance Checklist

For months we've been looking out the window waiting for spring & it's finally here! If you are planning on selling your house this spring, make sure you check these 10 maintenance items off your list!

- Gutters**—Pull leaves & debris out of the gutters, run a hose on the roof & check if there are any leaks that need to be fixed.
- Siding**—Power wash vinyl siding to prevent mold from forming. If you have wood siding, there may be areas that need a paint touch-up!
- Windows & Door Screens**—Check screens for holes & replace them if necessary. Clean windows inside & out! Let buyers focus on the view!
- Hot Water Heater**—Lubricate the circulating pump & motor. If you are not familiar with these parts, you may want to call in a professional for maintenance.
- Roof**—Inspect the roof for any missing, loose or damaged shingles that need to be replaced.
- Deck or Porch**—Check the deck or porch to see if they need to be weather treated or re-stained. Check railings for sturdiness & adjust them if needed.
- Sprinkler System**—Replace or fix any valves that are leaking or not working!
- Landscaping**—First impressions are important! Whether you do it yourself, or call in a pro, make sure you trim any overgrown plants & remove weeds. Don't forget to add a pop of color with seasonal flowers.
- Foundation**—Check floors, concrete & walls for any cracking or deterioration. If needed, call a foundation professional who can help!
- Bathrooms**—Inspect the caulking around the base of the shower & sinks! If it is deteriorating, scrape it out & replace it. Buyers want to see a fully functioning bathroom, not worry about water getting through the shower or sink.

***If you need help finding professionals who can assist you with this checklist, I can provide you with a list of preferred contractors & vendors!***

## FEATURED PROPERTIES



**757 N. Orleans Street, Unit 1607, Chicago**

*Come home to one of the most spectacular views of Lake Michigan and the Chicago skyline.*



**3851 Mission Hills, Unit 203, Northbrook**

*Welcome home to this well-maintained, large two bedroom plus den, two bath corner "C" unit in Mission Hills.*



**230 Frances Lane, Barrington**

*Nestled on a lush acre of land, this three-story home is perfect for the family looking for a sprawling yard and a modern, spacious interior.*

For more real estate information contact me at 847-525-2111 or [Betsy.Phillips@BairdWarner.com](mailto:Betsy.Phillips@BairdWarner.com)

If your property is currently listed for sale with another brokerage please disregard this mailing.