

**Volume 1 Issue 1 February 2021**

**Doren Aldana’s**

**Home Newsletter**



These boxes throughout the document will contain TIPS to make your newsletter sell. Be sure to DELETE THESE BOXES BEFORE PRINTING AND MAILING.

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Volume, Issue

December 2005

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Volume, Issue

Month, Year

***Adding Value to Your Life with News, Tips and Entertainment***

**DorenAldana**

**Mortgage Advisor**

ABC Mortgage

Phone: 604-990-4303

Fax: 604-990-4305

doren@abcmortgage.com

Selling this year? These are the best days and months to list your home...



If you’re thinking of selling your home, you’re in luck. Spring is the best time of year! But a recent survey gets even more specific, providing the best time to list, right down to time of day.

April and May are the hottest months for real estate sales, but for different reasons. If speed is what you’re after, homes sell a full week faster than average in April. But if price is your prime

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motivator, list in May when homes sell for 1% more than average. May listings also tend to sell for the highest premium over asking price, with sale price up to 2% above asking price.  
  
Now what about best day of the week to list? That would be Saturday, followed by Sunday and then Friday. Whatever you do, don’t list Monday through Wednesday when fewer people are searching. In fact, total online views of a home listed on Saturday average 24% higher than a home listed on Tuesday.

Thursday is a transitional day. Its numbers aren’t as high as Saturday or Friday. But if you’re planning an open house on the weekend, Thursday can be a good time to list since home shoppers start planning their weekends then. To be even more precise, list late on Thursday. If you list in the morning, your home will get bumped down to the second or third page of listings by the time buyers get home from work. But if you wait until 5:00 p.m., your listing will still be near the top on Friday morning.

No matter when you decide to list, keep in mind that listings get most attention in their first two days on the market. Views are halved by day 5, and halved again by the end of two weeks. Obviously time is of the essence!

If you’d like to learn more proven home selling strategies, we can introduce you to one of our trusted local Realtor partners. Call us today!

**Quote of the Month**

### *"Things turn out best for the people who make the best of the way things turn out.”*

### *-* John Wooden

Client News

**DELETE THIS AFTER READING!**

How about welcoming your new clients to the firm, and giving recognition to the clients that referred them in? This is a great way to stimulate more referrals! (Of course, you must get their permission before doing this!)

Here are the new clients who became members of our firm’s family in the last month! We’d like to welcome you publicly, and send you our best wishes!

**Bob and Karen Schwartz from Middletown (Referred in by Sarah Parker! Thanks!)**

Larry Primrose from Trenton

**Sue and Linda Winthrop from Middletown (Referred in by Kelly Winthrop! Thanks!)**

Carl and June Lockhart from Bainbridge (Referred in by Sam and Brea Weir! Thanks!)

**Joyce Smith and Jim Aito from Trenton**

Janet Collins from Bainbridge (Referred in by Sarah Parker! Thanks again!

**Gerry and Jenny Bozman from Middletown. (Referred in by Sarah Parker! Thanks!)**

*We love giving recognition to our new friends and our wonderful existing clients who are kind enough to refer their friends and relatives to us! We’re all helping each other, which is the whole point of all this! Right?*

zz





Seasonal Article of the Month

How to save money renovating your home.

Renovating can add comfort, convenience and value to your home. But renovations are often pricey. Here are some innovative tips for updating your home without blowing your budget.

* **Open linear shelving**. You can spend a ton on kitchen cabinets. But the latest trend in kitchen design is a lot less expensive. Long, open shelves are cheap and easy to install, they make small kitchens look bigger, and the colorful items on the shelves add personality.
* **Artwork.** Instead of buying expensive furnishings and window treatments, frame large inexpensive prints.



* **Faux brick paneling.** Create a feature wall with fascinating texture by gluing on inexpensive brick paneling that looks and feels like the real thing. Once it’s painted to coordinate with the rest of the room, no one will know it’s not real brick.
* **Contemporary stair railing.** If the stairs dominating your entryway or living room look dated due to their heavy wooden railings, here’s a stylish alternative. Replace the wood with metal posts, sleek wooden banister and metal cabling. For a modest price, you get a sleek architectural look.
* **DIY mural.** Before you protest that you’re not capable of painting a mural, consider this eye-catching alternative. Use painter’s tape to create interesting geometric shapes. Then paint the shapes with coordinating colors. Once the tape comes off, you have a professional-looking feature wall for next to nothing!

Financial Freedom Tip of the Month

A decade-by-decade retirement plan.

Saving for retirement is a challenging but essential goal. Government pensionslikely won’t be enough to live on, so it’s up to you to provide a comfortable retirement income. Here’s a retirement plan, broken down for you decade by decade…

* **Your 20s.** Aim to save 10% of your gross salary. If possible, increase it to 15% or 20%. Sure, retirement is a long way off. But that gives your savings lots of time for compound growth.
* **Your 30s**. Continue saving 15-20% of your gross salary. If you change jobs, don’t cash out your workplace retirement plan; keep it growing. By the end of this decade, you



should have saved about 3 times your salary.

* **Your 40s.** In your prime earning years, resist the urge to buy expensive cars and vacations. Keep your spending modest so you can maintain savings.
* **Your 50s.** Use an online calculator to estimate what your retirement income will be. If it’s not enough, now’s the time to cut back on luxuries so you can save more. By the end of this decade, you should have saved about 8 times your salary.
* **Your 60s.** Consider delaying taking your government pension as long as possible. Not only will you end up with more, it’ll be a guaranteed amount for life!

If you’d like help planning your retirement, we can introduce you to one of our trusted local financial planner partners. Call us today!

Holistic Health Tip of the Month

How to get a healthy dose of vitamin D this winter.



Vitamin D helps your body absorb calcium and maintain strong bones. It also promotes healthy muscles, nerves and immune system. People who don’t get enough vitamin D may be at risk of osteoporosis, diabetes, high blood pressure and some cancers.

Here are the 3 main ways to get a healthy dose of vitamin D:

* **Sunshine.** Vitamin D is sometimes called the sunshine vitamin because your body makes it when sunlight hits your skin. Spending 15 to 30 minutes

outdoors in the sun (with sunscreen) will help ensure you’re getting enough vitamin D. If you live in a northern climate with less winter light, you may need to spend more time outdoors walking or playing winter sports on sunny days. Even sitting indoors by a sunny window is helpful.

* **Healthy diet.** Some foods are naturally rich in vitamin D, including egg yolks, pork, cheese, mushrooms and fatty fish, like tuna, sardines and mackerel. Other foods are often enriched with vitamin D, including milk, yogurt, cereals and nut milk.
* **Supplements.** Vitamin D supplements are often recommended for people who live in northern climates. Before taking supplements, talk to your health care provider. You may be given a blood test to assess your current vitamin D level and to determine how much more you need. It’s essential to get a medical opinion because too much vitamin D can be toxic.

Quiz Question of the Month

**Answer to Last Month's Quiz**

Which member of the British royal family was born in January?

1. Prince Harry
2. Duchess of Cambridge (Kate Middleton)
3. Duchess of Cornwall (Camilla Parker Bowles)
4. Prince Philip

ANSWER: b) Duchess of Cambridge (Kate Middleton) was born on January 9th

February Trivia Question

February 2 is Groundhog Day. What order of mammals do groundhogs belong to?

* 1. Primate
  2. Carnivora
  3. Rodent
  4. Lagomorpha

**ANNOUNCING LAST MONTH’S WINNERS!**

Congratulations to Sarah and Dan Penner of North Vancouver for winning last month’s quiz contest! They have won a FREE dinner for themselves and another couple at the Salmon House in West Vancouver. Enjoy!

**How does this contest work?**

The first person to respond with the correct answer will win a FREE Dinner for themselves and another guest couple of their choice!

**How do I submit my answer?**

To respond with your answer, email us: email@yourweb.com or fax (xxx-xxxx) in your answer with the enclosed “Free Info” request form. The contest deadline is MM/YY.

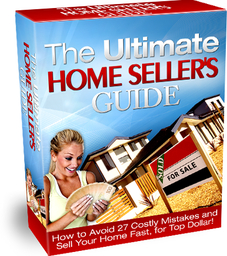
Resource of the Month

FREE Home Seller's Guide: How to avoid 27 costly home seller mistakes and sell your home *FAST* at Top Dollar... even in a buyer's market.

**DELETE THIS AFTER READING!**

You can get access to this Homer Seller report at: <http://bit.ly/1DeJ08Z>

Since your home is one of your largest assets, selling it is probably one of the most important decisions you will make in your life. And once you've made that decision, you'll want to sell your home for the highest price in the shortest time possible, without compromising your sanity. To accomplish this, it’s important that you do your research so you don’t fall victim to costly mistakes.



With that in mind, I've prepared an informative resource titled, *The Ultimate Home Seller's Guide: How to Avoid 27 Costly Mistakes and Sell Your Home Fast at Top Dollar.*It reveals the "insider secrets" every home seller needs to know in order to make their home highly desirable, even in a buyer's market.(Actually, I don't know if these are secrets but I rarely see any home sellers follow this proven formula.) In this guide, you'll learn how to protect and capitalize on your most important investment, reduce stress, attract more qualified buyers and make the most profit in the shortest time possible. Don't even think about selling your home until you've read this important guide.

To get your free copy of *The Ultimate Home Seller's Guide*, call our 24hr Info Hotline at 1-800-123-1234 Ext. 210. This offer valid while supplies last.

As you can see, we’ve got a growing selection of free reports that are jam-packed with valuable tips and proven strategies to help you and your friends and family avoid costly financial pitfalls. If you’d like us to rush you one or more of these free reports, please fill out the reply form below and submit it by fax: 1-800-XXX-XXXX or snail mail it to: 123 any street, any city, any state, zip code.

Have you gained value from this newsletter? If so, we want to invite you to “pay it forward” by giving the **GIFT of a FREE SUBSCRIPTION** to your friends, co-workers, relatives, business acquaintances, etc. Simply fill out the info on the “Subscribe-a-Friend” form at the bottom of this page, and we’ll send them a free subscription. As a courtesy to you, we’ll also enclose a special note along with their first issue telling them that you asked us to surprise them with this free gift. And of course, they can contact us any time if they’d like to cancel. If you’ve been enjoying our newsletter, this is your hassle-free opportunity to share it with the people you care about - for FREE!

**“Do You Have All the Information You Need To Make An Informed Decision About Buying, Selling, or Refinancing Your Home?”**

###### YES! Please send the FREE Report(s) I’ve selected below: To Get Your Free Copy of Any Of These Reports Simply Call our 24hr Hotline 1-800-XXX-XXXXor Check Off The Ones You Want On This Form And Mail/Fax It In!

**Press Extension:**

[ ] “How to Escape the Debt Prison” - Ext. 1307

[ ] “13 things you need to know before you renew your mortgage” - Ext. 1308

[ ] “Divorce and your home: 6 things you need to know before you sell” - Ext. 1309

**YES! I’d like your trusted advice and counsel about:**\_\_\_\_\_ Getting a Mortgage \_\_\_\_\_ Refinancing \_\_\_\_\_ Other

**Your Contact Information:**

First Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Last Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Best time to contact \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Fax \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Don’t forget to send in your Client Quiz answer to win a FREE DINNER! Submit your answer by fax, mail or email.**

Also, please contact me to help me with: \_\_\_\_\_ Getting a Mortgage \_\_\_\_\_ Refinancing

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**My answer for the Client Quiz of the Month is:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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### “Free Info” Request Form

**Answers To Last Month's Quiz**

Q. According to the Census Bureau, which of the following categories did Americans spend the most on in 2004?

1. Sporting Goods 2. Jewelry

3. Shoes 4. Pets

A. The correct answer is: Pets - According to the U.S. Census Bureau, Americans spent $34.3B on their pets in 2004, up from $17B in 1994. An estimated 63% of households own a pet and 45% of households own more than one pet. The most popular remains man's best friend, the dog, with 43.5M households claiming a canine relative. In fact, the average dog owner spent $1,571 per animal last year. In second place is the cat which 37.7M homes claimed as a pet. The most populous pet turns out to be the freshwater fish. The American Pet Products Manufacturers Association estimates that there are 139M freshwater fish kept as pets in 14M households.



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**Subscribe-A-Friend Request Form**

**[ ] YES! Please give the following people a FREE subscription to your monthly newsletter. I understand you’ll enclose a special note informing them that I asked you to surprise them with this free gift, and that all they have to do is contact you if they wish to cancel.**

Full Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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Fu Full Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
City \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ State \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Zip Code\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please use the back of this form if you need more room. Remember to submit your Quiz answers to win a FREE dinner!



BEFORE YOU SEND OUT YOUR NEWSLETTER YOU MUST READ THESE IMPORTANT INSTRUCTIONS!

Dear Done4U Newsletter Member,

I want to make sure you understand how to get the most value from your Done4U client newsletter so you can build Top of Mind Consciousness with your prospects, clients and referral sources and maximize your referrals and repeat business.

Here are the critical steps you must take to ensure success with your newsletter:

**STEP #1:** Watch the orientation video to learn how to customize your newsletter. Just go to: <http://budurl.com/customizeletter> (personalize all text in red then turn it back to black).If this is not your FIRST issue, be sure to add in the answers to last month’s quiz and announce the winners.

Things to customize:

* Header
* Name of Newsletter
* Pic and Contact info (page 1)
* Client News
* Quiz of the Month: a) How to respond b) Last month’s winners
* Resource of the Month: Contact Info
* Free Info Request Form
* Cover Letter (If Applicable)
* Contest Insert (If Applicable)

**STEP #2:** If there are any articles included in this month’s issue that you don’t want to include, you can easily replace it with another article found in our article archive here: <https://b.link/articlearchive>

**STEP #3:** Get access to the customizable Done4U Lead Generation Reports at: <https://b.link/consumerguides>

**STEP #4:** If this is your inaugural issue, be sure to also enclose the following...

a) For your own newsletter [use this cover letter](https://drive.google.com/file/d/1yQDGiVE_1R9erCDH_EJQ9mMq9ybRmGNU/view?usp=sharing).

c) Consider adding the “Contest Insert” to explain the contest.

**STEP #5:** Send the customized file to your printer or send it to a fulfillment vendor to do it all for you. Find our recommended vendors at: [www.DorenRecommends.com](http://www.DorenRecommends.com).Be sure to get your newsletter in the mail by the 10th of each month or earlier.

**IMPORTANT:** be sure you follow these specifications…

1. If you are printing full color, print double sided on white 11X17 paper
2. If you are printing full black ink, print double sided on 11X17 colored paper (pastel green, canary yellow, or golden rod)
3. Fold like a booklet
4. If you choose to use a larger envelope than a basic No.10 envelope use the envelope document I provide and print the teaser copy on the front. You can also have it be a self-mailer (without an envelope), which makes it much more cost-effective to mail. Ask your fulfillment vendor for the difference in price between those two options.
5. Use blue handwriting font for the return address and mailing address (no company name or logo)
6. Always use a separate colored color 8 ½ X11 sheet for the response form. If you use colored paper for the newsletter use white paper for response form.

**STEP #6:** Send a prize for your Quiz of the Month! The answer to this month’s quiz is…

ANSWER: C. Rodent