

**Message from the President...**

**Are Real Estate Prices FINALLY Starting to Increase?**



As many of you know from past newsletters, I have talked about rental activity and how strong it has remained throughout the last couple years. In the past 7 years, rental prices

are up 20% and continue to remain strong. Many people who struggled through foreclosure and were forced to give up their home have turned into renters. Add this to the weak job market and much higher requirements to purchase a home and you have converted many would-be home buyers into renters. This trend may be slowing but continues today.

**Real estate prices have been crushed by the recession.** In most markets around the US, real estate prices are down anywhere from 25% to 50%, including Philadelphia. This price destruction has been in place since 2006. There have been several short periods where the news has improved, but this appears to have been a short rest in the price slide, not a recover trend.

The recent news seems to indicate that that after 7 long years the real estate market has finally come back and

is starting to get some legs. Foreclosure prices have increased 7% over last year and was the largest increase since 2006. Inventories are also down

in most markets and in a recent survey by Realtor.com there are lower inventories in 144 out of 146 of the largest markets in the US. Combined with the historically low mortgage rates, this has made buying homes far more affordable for most people. The Federal Reserve has also stated they will keep interest rates low into 2015, so there is no concern this party will end anytime soon.

The combination of low mortgage rates, low inventories and rising prices has finally given the real estate market the support it needed to begin to turn itself around.

**What does this mean for you? It means if you own a rental property with tenants, you may want to allow us to talk to your tenants about buying your home.** We can coordinate the process of a sale to your tenants and offer dramatically reduced fees in the process. If you have a vacant property, you may want us to rent it now, with the option in a year or two, when the real estate market may be strong enough to allow a sale at a fair price. If you have tenant who does not want to buy, you may want to terminate the lease and put your property on the market for sale. Please feel free to call us if you would like to talk through any of these options.

Thanks,

*Mike Lautensack*  
President

**Del Val Realty & Property Management**

**INSIDE THIS ISSUE**

- 1** Message from the President...
- 2** See What NO One Else Can...
- 3** Other Services Offered by Del Val
- 3** Del Val Moves into New Office
- 4** Del Val Personnel Contact Numbers & Other Important Information

## Seeing What No One Else Can

*“Wealth comes to the man who can see the potential for wealth. – Napoleon Hill*

Does this seem goofily obvious? Maybe it is. But then why are so few people rich in a place and time of virtually unlimited opportunity? The fact is, most people see things only as they are.

I live in a luxury resort community developed by a guy who made his mark and his fortune creating such communities in areas of cities no one else saw as valuable; in low income areas, up the sides of craggy mountains with no flatland to build on. The great visionary entrepreneurs like Walt Disney, Bugsy Siegel and Sam Walton had few personal characteristics in common, but they all had this prized ability to see what others could not even imagine.

I think the first place you have to be able to see potential for wealth is in the mirror. Most people look in their mirrors and see someone destined to finish as is. They do not see a millionaire waiting to hatch. There is no doubt in my mind that the picture you see of yourself virtually governs what you become. If wealth is on the agenda, you'd better see a wealthy person, a wealth magnet, a person deserving of wealth in the mirror.

Then comes the ability to identify the opportunity in a given set of circumstances where most others are unable to spot it.

There are “formulas”, by the way, that keep getting applied in slightly different ways, over and over again. Consider the trend of the past ten

years or so, largely led by just a couple of development companies, of going into decrepit downtown industrial areas, converting warehouses and abandoned docks into entertainment areas full of restaurants, night-clubs, offices – like The Flats in Cleveland, Inner Harbor in Baltimore, etc. I'd call this the “Ugly Duckling Model”, getting rich by turning ugly ducklings into swans. Conrad Hilton started out by taking on aged dowagers hotels and transforming them. Al Davis did it successfully during the glory days of the Raiders by taking on “outlaw” players nobody else wanted. A few years ago, I was walking through an arts/craft show somewhere and stumbled across a guy doing a pretty brisk business selling planters made out of old, worn out cowboy boots he'd rehabbed and decorated – as I recall at about \$100 a hit. Look around, you'll see this Formula at work.

**Dan Kennedy**

**Other Services Offered By Del Val ..**

**Online Tenant Marketing and Advertising Program  
...\$79.95 per Unit \***

Del Val Property will develop and execute an **Online Tenant Marketing and Advertising Program** and save you the hassle of dealing with dozens of websites and other advertising methods.

We are skilled in the area of composing highly effective ads, using "keywords", knowing where and when to place them, along with internet advertising to maximize the exposure of your vacant unit.

Here is a summary of the steps involved in our online Tenant marketing plan:

- Prepare a 15 to 20 point **Customized Online Tenant Marketing Plan**
- Develop a list of "**Key Words**" to be used in your ads to dramatically improve search results
- Advertise on Craig's list and 50 to 100 other popular and local rental web sites
- Update your Craig List ads 3 to 4 times per week to be sure you are always on the first page for searches
- Placement on [www.DelValProperty.com](http://www.DelValProperty.com) (currently Page Rank #2 with over 100 visitors per day)
- Prepare a 2 or 3 minute recordings with property details for Del Val's voicemail "Information Hotline"
- If you supply us with a video, we will post on about 50 video hosting sites including Youtube.com and other sites
- List property on the **Multiple Listing Service\*** via TREND and Realtor.com
- List property with Section 8, if owner requests
- Advertise in local newspaper(s) at discounted rates, if requested

\* In order to be on the MLS service you must be willing to pay the referring realtor a 1/2 months commission

**Why Do You Think 10% of  
Real Estate Investors Make  
90% of the Money?**

**Click Here to Find Out Why!**

<http://www.private-lending-secrets.com/>

**Del Val Moves into New Office!**

We are proud and excited to announce that due to our growing business, we have moved to a larger office. Our new address is 81 Lancaster Ave, Suite 218, Malvern, PA.

Our office is located in the Great Valley Shopping Center and accessed by going through the white, double doors in the middle of the shopping center and taking the elevator to the 2<sup>nd</sup> FL. If you are in the neighborhood, please stop by and say Hello!

**Welcome New Owners This Month...**

- Frank Wilson
- Yufeng Zhang
- BTR Commercial Holdings
- Jason Gritman
- Jaren Woepfel
- Secured Debt Investments, LLC
- Joe Angelucci
- Natalie Stairiker
- Paul & Ashleigh Respicio
- Jaime Schmitt
- Robert A. Winder
- David Reed

**Please feel free to refer a friend or  
colleague to Del Val and get 2 FREE  
months of Property Management  
Services!**

**Del Val Realty & Property Management**

81 Lancaster Avenue, Suite 218  
Malvern, Pa 19355

<http://www.delvalproperty.com/>

**Mike Lautensack** – 215-695-3007 Ext 240  
[mlautensack@delvalproperty.com](mailto:mlautensack@delvalproperty.com)

**Chip Robinson** – Broker – Rent, Buy or Sell  
215-695-3007 Ext 230

**Mark Boudrie** – Business Development  
215-695-3007 Ext 280

**Jim McEachern** – Maintenance Director  
215-695-3007 Ext 270

**Terri Ulaner** – Administrative Assistant  
215-695-3007 Ext 250

**Don't forget, your referrals are ALWAYS welcome; please contact Mark at Ext. 280 with a name and number!**

**Have a Great Fall!!**

## Other Important Information...

### Where Were You When ...

Baby boomers have been witness to some of the most thrilling and emotional events in our lifetimes.

Some memories tend to fade or be forgotten all tighter. Here's a little something to get you thinking. Take a moment and go back in time and think about where you were when...

- **Neil Armstrong landing on the moon?**
- **President Kennedy was assassinated?**
- **Martin Luther King was assassinated?**
- **Elvis Presley died?**
- **The Son of Sam was captured?**
- **Lee Harvey Oswald was killed?**
- **The time you heard Don McLean's "American Pie"?**
- **The Vietnam War Ending?**
- **The 9/11 attacks?**