

REDEFINING
THE BEST
WAY TO DO
BUSINESS
IN THE
21ST CENTURY



1405 WARNER AVE., B
TUSTIN • CA • 92780
PHONE (714) 258-8340
FAX (714) 784-7806

FEBRUARY 4, 2015

With 24 reporting, EAOC members had \$120,736,701 in total sales for 2014



Maribel Lopez of The Blooming Branch was our hostess this week at an offsite. Maribel was born in Mazatlán, Mexico and came to the United States over 20 years ago. She started working with flowers in an ROP class in high school. She worked under different florists to perfect her talent.

Maribel opened The Blooming branch six years ago and has increased her business 25% each year. She usually buys her flowers on Tuesday, cuts them to make sure they bloom by the weekend for her weddings and events.

Maribel always goes the extra mile for her clients. She does flowers for all occasions: weddings, celebration of life, get well, anniversary, birthday, and of course **VALENTINE'S DAY**. Her best leads are wedding coordinators, venues and EAOC.

Don't forget your special someone on February 14th!

TO SUCCEED IN
BUSINESS IT'S NOT
WHAT
YOU KNOW BUT
WHO
YOU KNOW THAT
COUNTS MOST!

SCHEDULE

February 11th Wesley Oliver
Broadview Mortgage

February 18th Mini Talks

February 25th Chris Staples
Advanced Network Consulting

GREETERS

Chris Staples
Advanced Network Consulting

Kristy Holmes
Tasteful Cakes

Wesley Oliver
Broadvie Mortgage



MEMBERSHIP

The following firms has been proposed for membership in the Executives' Association of Orange County. Any member who wishes to cast a negative vote please call the Executive Director.

SECOND PRINTING

doTERRA Essential Oils
Rep. Jamie Cockerill, 714-863-4152
Class. Essential Oils
Proposed by Gayle Stewart



Thought for the Week

“I do the very best I know how,
the very best I can, and I mean to
keep on doing it to the end.”

-Abraham Lincoln



**Nick White,
Kris and Joe Lightman,
Catalina Cruse**
(714) 378-0909

LIGHTman LINK

a Better Home!
to
Your Link



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OwnABetterHome.com



Home Beautification

Make the Most of a Spare Room

If you have an unused spare room, then turn it into a multipurpose space that can both accommodate overnight guests and define your lifestyle. Any room can become a dual purpose space by adding a sofa bed, futon, Murphy or trundle bed. If you don't want a permanent



bed, make sure furniture can be easily moved so an inflatable bed can be set up. Here are a few options for you to make the most of your home's spare room:

Home Office

Having a reserved space at home to tackle projects, or pay your bills can be a great way to stay organized and leave your favorite spots uncluttered. Hang shelves to organize files and

papers and save room for a bed for overnight guests.

Entertainment Room

The spare room can be your very own movie theater, music room or gaming station. The perfect television, surround sound, and video game console are favorites in this room. Recliners or bean bag chairs will work well here too. If you are musically inclined, consider it a space to play or practice your instruments.

Playroom or Hobby Room

Give kids a space of their



own that will allow them to be creative, messy, and playful. If you're serious about crafts, scrapbooking, or making model airplanes, then having a space for your passion in life can be a fun way to make the most of a room. Plenty of storage will keep the room tidy. Decorate and make it fun.

Property Management



Allowing Pets in your Rental Property

Allowing pets can be expensive and lucrative. Pet owners who need to rent are willing to pay more than those without pets. Additionally, they may be required to pay a non-refundable pet fee, often between 10-20% of the amount of the rent. The possibility is strong that there will be damage or odors left when a pet owner vacates. Increasing the security deposit will be necessary to cover any potential damage the pets may cause. Keep in mind the costs to replace carpet, chewed door frames, or holes in the yard. Have the tenant sign a pet addendum outlining landlord expectations at the end of the lease so the tenant can recover their deposit. Need a property manager? Call us.

Oh the weather INside...

Improve your indoor air quality

by changing the filter in your furnace every three months. Dust, which includes lint, bacteria, pollen, plant and mold spores, pet dander, etc. can be reduced by using a new filter. Filters can be washable or disposable and are inexpensive.

Frequent cleaning and vacuuming reduce dust as well. A high quality vacuum with a HEPA - High Efficiency Particulate Air filter will decrease the amount of dust that is expelled when you vacuum.



Lightman Link

STAR Real Estate
10540 Talbert Ave. #100 West
Fountain Valley, CA 92708

(714) 378-0909
OwnABetterHome.com
Email: info@abetterhome.com

BRE#s 00942615 / 00967450 / 01767819

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Return Service Requested



Nick Kris & Joe Catalina

Cool Links

February's restaurant in the Dine Out Calendar:
Greenleaf Gourmet Chopshop - Two locations in
Costa Mesa , 234 E. 17th, 949-200-3950 and
3321 Hyland, 714-200-3950. **Don't miss this one!**

Treat your sweetheart to dinner this month!

February 14th - Valentines Day

February 16th - Presidents Day

Visit www.dolphinsafari.com

Go confidently in the direction of your dreams. Live the life you have imagined - Henry David Thoreau



Carpe Diem (Seize The Day)

Whale Watching

Winter is the season for Grey Whale migration. Grey Whales can be seen off the coast of California between December and mid-May on their annual migration between Alaska and the lagoons of Baja. In the months between May and October (sometimes November) there are sightings of magnificent Blue Whales. Year round huge Fin Whales and Minke Whales are among us. Occasionally, we get a special visit from Killer Whales, Humpback Whales, False Killer Whales, Pilot Whales, Bryde's Whales, and Sperm Whales.

We went to Dana Point to Captain Dave's Dolphin and Whale Watching Safari. You can also take a boat out of Newport Beach or Long Beach to view these magnificent creatures. Tours last about 2 1/2 hours and cost between \$30-60. Living Social and Groupon often offer coupons for whale watching tours. We saw 5 grey whales. Although they didn't breach the water we did see plenty of tail fins, water spouts and their backs as they came up for air.

Be sure to wear warm clothes. Carpe Diem! Take your **Valentine** whale watching this season and leave the real estate sales to us!



Real Estate Report

HOW'S THE MARKET?

Here are the NUMBERS:



Annual appreciation for Orange County, 2013 - 18.7%

Annual appreciation for Orange County, 2014 - 10.2%

Median Home Price in Orange County 2006 - \$704,000

Median Home Price in Orange County 2013 - \$606,000

Median Home Price in Orange County 2014 - \$624,000

Interest rate average, conforming loan 2013 - 3.98%

Interest rate average, conforming loan 2014 - 4.17%

130,000 - Total number of homes worth less than what was owed, or "under water", in 2009

19,840 - Total number of homes "under water" in 2014

3,437 - Number of newly built homes sold in Orange County, the highest since 2006.

Thinking of selling or buying? Call us today!