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## Barbecue Ribs (in the Oven?)

- 4 lbs pork ribs
- $\frac{3}{4}$  cup light brown sugar
- 1 teaspoon hickory smoke salt
- 1 tablespoon paprika
- 1 tablespoon garlic powder
- $\frac{1}{2}$  teaspoon ground red pepper (optional)
- 2 cups of your favorite barbecue sauce (like Sweet Baby Ray)

Preheat oven to 300°F. Peel off tough membrane that covers the bony side of the ribs. Mix together the sugar and spices to make the rub. Apply rub to ribs on all sides. Lay ribs on two layers of foil, shiny side out and meaty side down. Lay two layers of foil on top of ribs and roll and crimp edges tightly, edges facing up to seal. Place on baking sheet and bake for 2-2 1/2 hours or until meat is starting to shrink away from the ends of the bone. Remove from oven.

Heat the broiler. Cut ribs into serving sized portions of 2 or 3 ribs. Arrange on broiler pan, bony side up. Brush on sauce. Broil for 1 or 2 minutes until sauce is cooked on and bubbly. Turn ribs over. Repeat on other side. Alternately, you can grill the ribs on your grill to cook on the sauce.

*\*\*You can use smoked paprika or just brush the ribs with liquid smoke before applying the rub.*

<http://www.food.com>

## Thought of the Day:

"The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle."

-- Steve Jobs

There is little else to say other than our little town of Trinity Florida and the surrounding area is **BOOMIN'!**

New home and commercial construction is going on everywhere you turn all along the SR54 corridor.

The new *Tampa Premium Outlets* in Wesley Chapel is opening in October. A new outdoor shopping mall and movie theater right here in Trinity on Little Road has been announced. Starkey Park announced our first community pool and splash pad in Whitfield Park, and the first baseball and multi-sport fields in the 90-acre District Park along with K-8 schools and more. The Asturia Community, Trinity Lakes, Willow Reed, Wild Fern Village, and others all have new homes for sale or have broken ground and are taking new home build orders.

Equally exciting is that the builders are promising ECO friendly and Energy Efficient construction and sustainability. We know how important it is to preserve our wetlands and natural surroundings.

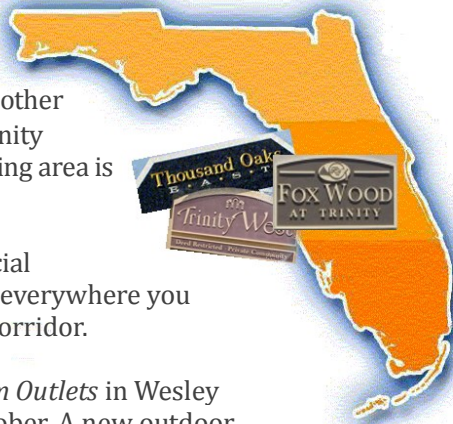
If there was ever a time to come live in our beautiful area here on the Suncoast of Florida, it's right now. Home values have only one way to go and we're all looking up and forward!

If you would like a tour of the area and our new home communities, please give me a call at (727) 534-3141. I am very familiar with the construction zones and have even been introduced to many of the construction and "Green" features the builders are now employing.

Construction is at various phases from "Just Starting" to completed and "Ready to Move In" homes. If you are interested in commercial space, I can help you with that, too!

One last thing, as an incentive, I may be able to offer you some bonus cash towards your closing costs on new homes in certain communities. Restrictions apply, so call to see how this works.

We are so excited. Oh, I didn't even get a chance to tell you about our incredible weather, beaches, and attractions around here! Did you know we are only 35 minutes from Clearwater Beach, Honeymoon Island, and Busch Gardens Tampa Bay?



## What's in a Number? Four Strategies for Setting a Listing Price

When your home is on the market, pricing and presentation are two of the most important factors determining how quickly it will sell. Most likely, you will expend a great deal of effort and expense ensuring that the property looks its best for maximum appeal to buyers, but your efforts will be in vain if the price is too high. Sellers often have a preconceived idea of their homes values and are disappointed with the listing price suggested by realtors. Realtors are highly skilled in setting listing prices and their suggestions are therefore entitled to consideration, but having an educated opinion of your home's value may help you arrive at your ideal price. Here are some strategies to consider:



1. Start off on the right foot. The first few weeks that a property is for sale are critical. If the initial price is too high, buyers will overlook the property, worsening the odds that it will linger on the market for an inordinate amount of time. If your home has been on the market for too long, buyers may suspect that there is something wrong with it or assume that you are growing desperate to sell and would thus be amenable to a lowball offer. To avoid these undesirable scenarios, choose an initial listing price that accurately reflects your home's value in the current market.
2. Emotionally detach yourself and view your home as a commodity, just as buyers will. After years of living in your home, you undoubtedly will have developed an affinity for it that may cloud your judgment when it comes to determining a listing price. Though it may be difficult to accept, the fond memories that you have made in your home or even the price that you paid for it will be of no significance to buyers. When setting a price, try to step into the shoes of buyers who are objectively viewing several other similar properties.
3. Consider buyers' search strategies in specifying a listing price. As a buyer, you would probably search within price ranges. For example, you may search for properties between \$300,000 and \$350,000. Apply this methodology as a seller: if you price your home at \$355,000, you may evade a large portion of would-be buyers. Pricing within a standard search range, such as at \$349,500, will maximize both your exposure and ultimate selling price. Furthermore, setting a price just below a round number has the effect of making a commodity seem far less expensive. Retailers regularly employ this tactic when they price an item at \$9.99 instead of \$10.
4. Consider the effect that extrinsic factors have on home prices. For example, the time of year may impact the amount a buyer is willing to pay. Spring is the most opportune season for sellers because many buyers want to settle into their new homes before the school year begins, while winter is the weakest season because buyers are more focused on the holidays or stabilizing their finances after holiday spending. Therefore, you may be able to command a higher sales price during the spring. In addition, the amount of inventory in your area will influence your home's value. If you are one of the only sellers in a desirable neighborhood, you will be able to fetch a higher sales price.

If you are currently working with another Broker,  
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## LOCAL RECOMMENDATIONS

I have rarely done this before, but there are two organizations that I am so confident in recommending, I am helping them out by spreading the word. If you decide to call on either, please let them know that you heard about them here.



Live2Lead Tampa Bay is a half-day, leader development experience designed to equip attendees with new perspectives, practical tools and key takeaways. They will learn from world-class leadership experts, be prepared to implement a new action plan, and start leading when they get back to the office with renewed passion and commitment.

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