

Value In Homeownership



Is there value in owning a home? The recently released 2010 National Association of REALTORS® Profile of Home Buyers and Sellers brings us some promising results. Today homeowners are living in their homes longer, and after several years of price declines, are seeing rises in home equity gains. It was only earlier this decade that so

The Future
of Real Estate
is Looking
Brighter!



River Hills Realty, Inc.
(813) 681-3555

many buyers jumped on the investment bandwagon. They bought and sold within incredibly short time frames, and walked away with profits. But as the booms busted, many sellers found they had bought at the top of the market and as prices corrected, they lost more than just dollars. Foreclosure rates skyrocketed. Historically, however, homeownership is a long term investment, and one that brings many rewards.

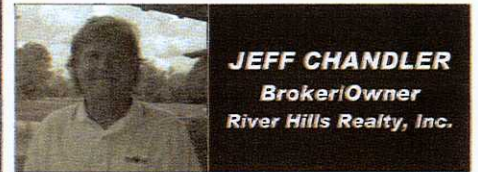
"Sellers who purchased at the top of the market and had to sell in a short time frame were hurt by the price correction, but the vast majority who are able to stay for a normal period of home ownership generally built enough equity to make a trade-up

purchase," NAR 2010 President Vicki Cox Golder said. "Despite swings in the housing market in recent years, the fact is most long-term owners see healthy gains in the value of their property."


Golder also says the pattern of home buyers taking a long-term view has solidified over the past few years. "This underscores two simple facts – home ownership encourages stability, and the longer you own, the better your investment."

Current market and economic conditions have created a shift from the house-flipping ways of the boom. "The primary exception is for experienced investors, many of whom pay cash and are making renovations or improvements after a careful study of properties, neighborhoods and market demand," Golder explained. "The house-flipping and quick gains which occurred during the boom period were abnormal, driven by – risky, easy-money financing that should never have been allowed in the market."


Americans are still buying, however. And surveys have found there are particular reasons behind these purchases. These include the desire to own a home, the desire for a larger



JEFF CHANDLER
Broker/Owner
River Hills Realty, Inc.



RIVER HILLS REALTY, INC.
813-681-3555
www.RiverHillsRealtyInc.com



WE KNOW YOUR NEIGHBORHOOD!
Bloomingdale · Brandon · Buckhorn
Canterbury Oaks · FishHawk · Lithia
Lithia Ridge · Mason Oaks · River Hills
River Ridge · Twin Lakes · Valrico

home, a change in family situation and taking advantage of the home buyer tax credit, a job-related move, and then the current supply of affordable homes.

And once they buy, homeowners are staying put longer. A typical seller has been in their home for 8 years, but the survey reveals first-time buyers are planning to stay for 10 years and repeat buyers for 15 years.

Even with several years of price declines, the typical seller who purchased a home eight years ago experienced a median equity gain of \$33,000, a 24 percent increase, while sellers who were in their homes for 11 to 15 years saw a median gain of 40 percent. So, once again buying for the long-term is steering its way back into value. ❖

Inside This Issue

Homeownership	Page 1
Real Estate Sales	Page 2
Local Businesses	Page 3

Spinach Parmesan Dip

Ingredients

- 1 teaspoon olive oil
- 3 garlic cloves, chopped
- 1/4 teaspoon salt
- 1 (10-ounce) package fresh spinach
- 1/2 cup basil leaves, loosely packed
- 1/3 cup (about 3 ounces) 1/3-less-fat cream cheese, softened
- 1/8 teaspoon black pepper
- 1/3 cup plain fat-free yogurt
- 1/4 cup (1 ounce) grated fresh Parmesan cheese

Preparation

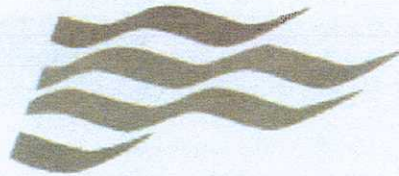
Heat olive oil in a large skillet over medium-high heat. Add garlic; sauté 1 minute. Add salt and spinach; sauté 3 minutes or until the spinach wilts. Place spinach mixture in a colander, pressing until mixture is barely moist. Place spinach mixture, basil, cream cheese, and pepper in a food processor; process until smooth. Spoon spinach mixture into a medium bowl. Add yogurt and Parmesan; stir to combine. Chill. ❖

SALES ACTIVITY

RECENT SALES

River Hills Country Club

	Sq Ft	Sold Price
4914 Willow Ridge Ter	1,944	\$179,900
3245 Stonebridge Ter	1,811	\$195,000
3601 Shadowood	2,281	\$211,000
3243 Stonebridge Ter	2,018	\$215,000
3805 Turkey Oak	2,326	\$259,900
5219 Laurel Pt	2,668	\$320,000
5207 Laurel Pt	2,637	\$329,000
3514 Old Course Ln	3,333	\$417,500



Clutter Control

Does clutter creep up on you and your home? Before you know it, all the kitchen counters, dresser tops and end tables are home to all kinds of miscellaneous family items. You even have to clear the dining room table to eat on it. Take back your home with these clutter control ideas to ensure you get rid of clutter in your home and it doesn't return...

- Take some time to make a permanent home for items family members tend to "drop off" anywhere such as keys, book bags, coats, purses, umbrellas and more. Use wall hooks, cubbies and more in foyer area where these items first enter. The few minutes you spend doing this can make a big difference in stopping clutter where it starts.

- Keep a decorative hamper or basket with a lid in the family room for quick toy pickups prior to guests arrival or at the end of the evening. It is not necessary to sort every toy. Just stash it in there until it is ready to be used again.

- Sort through your mail on the way back from the mailbox. You naturally look at it then anyway, don't you? Place your bills in a set location and sort the rest of the mail within those few minutes while you have your hands on it.

- Purge items regularly from your home. If your bookcase is full, do not put another book on it without pulling some off to donate. If you have small appliances collecting dust for two years in the kitchen, donate them. Donate clothes you have not worn in one or two years with the exception of rarely worn special items such as suits you might wear to weddings, funerals and other events.

- Get rid of excess and duplicates in your kitchen such as seven mixing bowls, five spatulas and ten frying pans. You do not have to keep just one but you do not need that many of each. Clean up will be easier too when family members realize they must wash the existing cooking utensil versus using every last one until none are clean and then washing them.

- Monitor your impulse spending. A lot of items will catch your eye in the stores. But do you really need them all? Learn to live simple. If you do not know what is in your home without doing some digging, you probably have too much stuff. ❖

RIVER HILLS RENTAL

**3 Bedroom Plus Study,
2 Bath Golf Course, Pool Home.**

Now Available...\$1900/Month

Call Jeff 681-3555

PLEASE SUPPORT OUR LOCAL BUSINESSES:

\$2 Rooster Dollars \$2



The Brunchery Restaurant
SINCE 1988

\$2 *Minimum \$10 purchase **\$2**

DINE IN * TAKE OUT * CATERING

Kevyn Farley 4389 Lynx Paw Trail
Owner Valrico, Florida 33596

Mon - Fri 7:30am - 2:00pm Phone: 813 654-9036
Sat & Sun 7:30am - 1:30pm FAX: 813 654-5066

ANTHONY SOLIMENO
Tax Accountant
NYS Licensed CPA

- Income Tax Planning & Preparation
- Pension & Retirement Planning
- Accounting & Bookkeeping Services
- New Business Consultation & Set Up

813-655-1040
SolimenoCPA@aol.com
Conveniently located in the River Hills sales office

Landscape SOLUTIONS

- *Landscape Design & Install
- *Lawn Maintenance
- *Tree Trimming
- *Sod Replacement
- *Sprinkler Repair
- *Mulch

Rick Gearin 391-5430 * River Hills Resident

We'll pay you to open your new account!

Come by our office at the River Hills Plaza to meet our friendly staff and to open your account and **we'll even fund the first \$5.**

Open your account today - you'll be glad you did!
4373 Lynx Paw Trail

SERVING MEMBERS WITH EXCELLENCE
Railroad & Industrial
FEDERAL CREDIT UNION

www.rifcu.org
(813)621-6661

FLOORING AMERICA
WWW.FLOORINGAMERICAFLORIDA.COM

Carpet • Ceramic • Rugs
Hardwood • Laminates
9329 Adamo Drive
Tampa, FL

(813) 628-9630

Table Temptations
All of Your Catering Needs

Barbara Chandler
(813) 624-3180

JIM'S HOME HANDY SERVICE

JIM MANNING
CHRIS MANNING

Established River Hills/Fish Hawk Handyman

813-924-3728 Licensed & Insured

Residential * Commercial * Realtor Services * Managed Properties

NitPicky Window Cleaning
Since 1994

"If your windows are icky call NitPicky"

BNI Member
Insured
Bonded
Licensed

Owner - Mark Bradeen
Free Estimates!
813-789-8784
windowcleaning@hotmail.com



COLE'S PAINTING

~ Jeff Cole, Owner
Lic # PA2723
Bonded and Insured

- Painting - Exterior / Interior / Deck
- Pressure Cleaning - All Surfaces

.65 a Square Foot
FREE ESTIMATES
813 361-0636

A financial services organization like no other:

Richard G. Steinbrueck
CERTIFIED FINANCIAL PLANNER™
4316 New River Hills Pkwy, #7
Valrico, Florida 33596
(813) 654-0264
Thrivent Financial for Lutherans

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and federally registered CFP (with flag design) in the United States, which it awards to individuals who successfully complete the CFP Board's initial and ongoing certification requirements.

Securities and investment advisory services offered through Thrivent Investment Management, Minneapolis, MN 55415, 800-847-4836, a FINRA and SIPC member and wholly owned subsidiary of Thrivent Financial for Lutherans. Member NASD, Member SIPC 20328P's 6107 20070071. Thrivent Financial representatives are registered representatives of Thrivent Investment Management Inc. They are also licensed insurance agents of Thrivent Financial.

Appleton, Wisconsin - Minneapolis, Minnesota - Thrivent.com - 800-THRIVENT (800-847-4836) Inc., 625 Fourth Ave. S., Minneapolis, MN 55415

RESIDENTIAL & COMMERCIAL
• GENERATORS SALES / SERVICE
• SOLAR PV SYSTEMS - CUSTOM HOMES
• COMMERCIAL BUILD OUTS

JOHN LEIBY
813-317-1431

www.switchoverelectrical.com
EC13004340

SWITCH OVER ELECTRICAL COMPANY

Shingle Masters Roofing
CGC1513621 CCC1328724

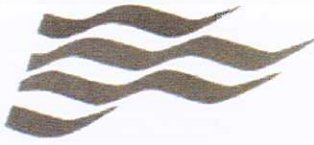
- Roof Replacement
- Roof Repairs
- General Contractor

www.ShingleMaster.com
813.661.4600
Voted Best Roofer Two Years in a Row



PRSR STD
U.S. POSTAGE
PAID
TAMPA, FL
PERMIT NO.
6852

ECRWSS



RIVER HILLS REALTY, INC.
4316 NEW RIVER HILLS PKWY
VALRICO, FL 33596

681-3555

View our Virtual Tours online at:
www.RiverHillsRealtyInc.com

POSTAL CUSTOMER

RIVER HILLS REALTY NEWS

A Special Report for River Hills



*\$1,000 Cash to Make
Your Wishes Come True!*

ENTER TO WIN!

Prize to be awarded by a drawing of all entries. Drawing to be held **March 25, 2011**. Winner need not be present. Odds of winning are 1 in 1,000. No cost or obligation to participate. Gift Card awarded where available. Cash may be substituted if Gift Card cannot be purchased for any given area. ©Farm Net.

Congratulations to the winner of the \$500 Holiday Cash...Donah Springs!

Serving All Your Real Estate Needs **River Hills Realty**

- | | | | |
|---|------------------------------|--|--|
| <input type="checkbox"/> A free market evaluation of my property. | <input type="checkbox"/> Now | <input type="checkbox"/> In three months | <input type="checkbox"/> In six months |
| <input type="checkbox"/> I'm interested in buying a home. | | <input type="checkbox"/> I have a question for you. | |
| <input type="checkbox"/> Purchasing investment property. | | <input type="checkbox"/> Enter me in this month's drawing for a: | |
| <input type="checkbox"/> Giving you a referral. | | \$1,000 CASH (3/25/11) | |

Name _____ Address _____

City _____ State _____ Zip _____ Telephone _____ / _____

E-mail _____