



In the Loop Realty Newsletter

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THE BEGINNING OF CHANGE!!!

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MONTH OF MAY- May just 'may' be the most beautiful month of the year. April begins Spring but May solidifies it. Flowers are in full bloom, the weather in the Northeast is warm and soothing under the new Sun which seems to have been hiding for nearly 8 months. May is a month to warm your body and rejuvenate your inner self. So, first, smile that you're alive to enjoy this beautiful month and the wonderful weather changes it brings.

And... there is a practical reason to look forward to this month. It's resounding advantages will prepare you for a bright Summer but more importantly, get you mentally invigorated for the economic rebound which will occur during the 3rd quarter of the year. Yes, it has to happen.

REAL ESTATE ADVISEMENT- There has been a wave of mortgage applications since at least mid March but they were not and are not for home sales, but for re-financing. This is good and this is bad. It's good because any expenditures by the public which

will be made with the new available savings via lower mortgage costs, is a plus for the economy. The housing market particularly in the Northeast is about at the bottom. It's not a determinable fact for the overall, but based on the decreasing number of delinquencies, those in trouble may be nearing an end. No, it's not good for those already there, but the trend must and will stop. As consumer confidence gains; and, there are signs of that now, home purchasers will begin as the 'new' housing values become real and acceptable to the home buying market. Yes, the first step of the housing recovery, is the stark realization by the public that the old house values on which they have so desperately hung were not and are not real.

So, this month of May will reveal the determining factors of recovery for the housing market. So, welcome the housing value attitude adjustment with open arms and realize those values are now the reality of real estate.

WHERE TO GO ON VACATION- No this isn't a travelogue.. Although I wish I could write one. Here is a list of places to see before they disappear. The following destinations are in peril of not being any more.

Glaciers- Global warming has reduced the number of glaciers in our own and Canada's Glacier National Park from 150 in 1850 to 26 today. It is expected that the continual warming will have completely erase from the earth the remainder by 2030.

Venice- This incomparable city experiences 40 floods per year between March and September. Venice sinks about 2.5 inches every 10 years. If you've been there, you know that entry levels to buildings on the canals are about to be covered with water. So, it's not a matter of when Venice disappears, but when it will have to be evacuated and that may not be long in the offing. This should be your next trip.

THE DEAD SEA- The saltiest body of water in the world is in danger of becoming a salt lick. Expanding population along the contributing Jordan River and dry hot climate is accelerating the evaporation. The Dead Sea water levels fall about 3 feet per year.

TAJ MAHAL- One of the most beautiful buildings in the world may be closed to visitors. The 3—4 million visitors per year and heavy air pollution are creating irreversible damage to the façade. Any structural change via restoration destroys the historical significance of this edifice.

PYRAMIDS OF GIZA- Also becoming a victim of tourism and pollution, the 3 tombs may be off bounds to tourists shortly. It's the only way to preserve them.

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The sad conditions just described are the result of a thirst for increased revenue. Each of these sites create substantial income for the governments of the countries in which these irreplaceable historic sites are located. For Venice, the Venetian residents have known that the environment of Venice is dangerous. That's why the housing is about 40% vacant. The Italian government has made attempts to curb tides which create the flooding. UNESCO and the remainder of the world must ban together to make every effort to preserve and possibly restore when viable these sites. It'll be a sad day when children will only be able to see these magnificent sites on the pages of their history books.

Years ago, while in Italy with my father and son, we stood in Pompeii in front of one of many incredible sites. My son excitedly said, "Dad, a photo of this was in my history book this year. I never thought I'd really see it". I only hope everyone's children and grandchildren will have the same opportunity.

EXISTING HOUSING

SALES- The February increase in existing housing sales was revised in March to indicate a much lower indicator. March sales contracted 3% from the February number. It was expected to only be 1.5%. The average sale price in the US for single family dwellings in March were \$217,500. Don't despair, March weather was horrible which is what is not in the

equation for these numbers. See how easy it is to put a spin on what really happened!

According to the National Association of REALTORS there are more 1st time homebuyers coming into the market. This is a sign that housing prices are near or at the bottom. The Federal Housing Finance Agency has recognized 2 consecutive increases in housing prices for the February and March. They certainly don't corner the market, but it also is a good indicator.

CEO SUICIDE- This is not being flip or comedic, but the CEO of Freddie Mac, David Kellermann, committed suicide in mid April. He was 41 years old and was employed by Freddie Mac for 16 years. He accepted the at least temporary role as CEO after the resignation of CEO David Moffett in March. He was the CFO from September 2008 after CFO Anthony Pizsel resigned. His meteoric rise in the ranks may have been too much for him. He may have found the ongoings of the agency too much; and, may have had to do with the over \$200 million in bonuses to the upper management for 2008 and 2009 in spite of the \$billions in losses.

A FAMILIES INVESTMENT IN THE U.S.- Did you ever know someone but not *really* know her / him? We have neighbors, the Gerardi's. Enzo emigrated to the U. S. at the age of 12 and be-

-gan that which he was taught.... to work. He met a girl who shared her time with him by working alongside him at his fruit and vegetable cart. And they lived happily ever after... and that's the truth, but not the story here. Hard work and dedication to doing the best using a true American concept..... to provide quality has brought the Gerardi's to the top of the farm market game.

Today, the Gerardi Family, yeah, the kids work alongside Enzo and Fran, have built the largest most successful farm market on Staten Island. There have been at least 3 articles with photos in the N.Y. newspapers and every VIP in S. I. wants to know them. The other evening my wife and I spent a few hours at their home and learned about their work ethic and their insistence on quality. Several years ago the Gerardi's realized that imported fruits and vegetables and many grown in the U.S. are grown in pesticides, etc. to a point of danger via our consumption. So, Enzo began an acquisition plan of farms in Southern NJ. They now own 3 large farms at which they grow their produce without infecting them with dangerous chemicals.

In addition to their produce, they also sell shrubs, plants and trees and help landscape your property. Their son, Vinnie does that part of the business and he does it exceedingly well.

The Gerardi's employ about 20—25 people in Staten Island and more in NJ at their farms. So, maybe I wrote this to give a good example of immigration... legal and with the intent to "earn" not take. And, that would be good enough. But it's also about a man whose dream was to provide good food and help people enjoy their homes by helping them create yards and gardens into private oases. Their business is booming as many in the NYC & NJ area are taking "stay-cations" because of economics.

It's impossible to walk away from their market without loading up your car. The produce is beautiful as are their plants, trees and the garden decorations they display. They are located at 561 Richmond Terrace, S. I., NY 10301. Tel. 718-727-7787. Go in the morning and join the other Jerseyites who have learned of this great "green" business.