

El Dorado Realty, Inc.

NEIGHBORHOOD VOICE

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“Celebrating over 35 years of service”

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FROM THE DESK OF

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I started last month's newsletter by saying "Isn't summer grand" I should have said SPRING, but whatever, how could the weather be better? As a Realtor, I not only know it's Spring because the flowers are all blooming, including the Jacaranda trees, but also because of the increase in Open House signs & flags seen on the weekends. This is historically the best time of the year to market a property. The kids are getting out of school and families with children are eager to relocate before the start of the new school year.

We, in our great neighborhood, have experienced the worst of the

decrease in home prices. Homes selling in the neighborhood have been stable for the last year and are posed for an upswing. With the great interest rates available, I would hope that many will opt to buy new homes this year. As I have said in the past, if you look at the long term, over ten years, the investment in a home has not only provided a great place to live but has also appreciated as a hedge to inflation. This area has always been a great place to raise a family and I don't see anything in the future to change that fact.

I have been concerned, for some time, when I see the number of out of the area Realtors representing Sellers in our neighborhood. A lot of these new people are the result of Banks picking their people to market homes in Short Sale, Foreclosure or Bank Owned homes. How can one expect these individuals to know the true worth of our homes? Just looking at comparable sales figures, size and style of homes does not do an adequate job in setting a realistic price. One needs to know these homes and this neighborhood, to provide the best service. I have lost listings because others contend they have more of an On-Line presence, or that their large franchise named office sells more homes. Well the truth be known the size of the office has little to do with the marketing of your home, it all comes down to who knows the neighborhood and who

will put forth the most effort to get your home sold, regardless of the Selling Agents affiliation. When it comes to the internet and on-line presence, we all advertise in much the same way. All homes on the Multiple Listing Service, MLS, can be displayed on the various Real Estate sites, like Homes, and Realtor.com. As a matter of fact some Realtors chose not to use these services in order to try and keep Buyers locked to their personal websites. Craig's List is another new service available to all Realtors. I use Craig's List, but mainly to make contact with Buyers for non specific home sites.

A lot of Realtors chose to rely on the internet and don't see the value in advertising in local newspapers and the like. I still see a value in local advertising like the Press Telegram, The Real Estate Book, and other periodicals available through home delivery and in kiosks around the city.

Don't get me wrong, all Realtors have taken a pledge to provide customers with honest, trustworthy service, it is just in today's rapidly changing technological market, and many different approaches are taken. I happen to think my way is still best; I take listings with the prime guideline being to get your home sold at the highest price and as quickly as possible. This means full cooperation with all agents

and firms. I would love to represent both Buyer and Seller, but this is not nearly as important as working with other agents to find a qualified Buyer.

I have been in this business since the 1970's and my reputation is well known, I have no hesitation in providing many references from satisfied customers.

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Evaluation compares the features of your home to recent homes sold and yields realistic Market Value through the Sales Cost Analysis approach.

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A new service, which I am now offering, and it is one I have resisted over the years, is in property management. I have managed my own properties, over the years, but was never quite sure that I wanted to work with other peoples Tenants.

I have convinced myself that if I can be involved in selecting Tenants, since I know the proper steps in selecting good Tenants, I can handle the service efficiently. I also have all the contacts for maintaining properties at reasonable cost to the owners. I plan, for the time being, to limit my service to single family residences, as opposed to apartment house sized units.

I will be glad to discuss this option with anyone interested, just give me a call and we will sit down and talk about your particular need.

I have had some disturbing news about a couple of home break-ins recently in our neighborhood. It appears that the economy has spurred some out of the area burglars to target our homes. You have possibly noted the long term presence on a couple of occasions lately of the police helicopter over our homes. I contacted **Kym Cloughesy** at the East Division and she forwarded this information:

"I took a look at all of the incidents that have occurred in RD 665 during the time period of April 1, 2011 to June 6, 2011. There was a residential burglary in the 3300 block of Roxanne on 5/24/11. The suspect made entry through an open bathroom window. The second incident was an attempted residential burglary in the 3300 block of Stevely and was thwarted by the owner who was at home. Entry was attempted though a window.

I am happy to report that there was only one reported auto burglary during this time period and it is believed that the vehicle may have been left unlocked, as there was no apparent forced entry.

Please remind your neighbors to keep their windows closed and secured when they are not at home and to contact police immediately if they witness any potential criminal activity. In both of these cases officers were on scene very quickly in an effort to locate the suspect(s).

Also remind your neighbors who drive SUVs and have a 3 row seat

to please etch their driver's license number into the base of the seat, as we have recently seen an increase in the theft of these seats. Etching tools can be checked out at your local library".

Gerrie Schipske has set up a **Community Meeting**, with the police department for **June 15th** at the **Water Treatment Offices, 2950 Redondo at 6:30 P.M.**

**Children in Bloom:
New Pre-School Class from
Long Beach Parks, Recreation
and Marine**

Join us this summer for some theatrical fun! This new, play-based course from Long Beach Parks, Recreation and Marine is for children entering kindergarten, to help them with social skills, exploration, and discovery. Our lesson plan includes art, music, language, fine and large motor activities, and science, provided in a thematic format. Parent involvement is required for this course, and children must be between the ages of three and five, with a \$135 fee per participant. The class will be held Monday through Friday, May 31 to June 16, 9:30am to 12:15pm at Heartwell Park. There is a 24-student maximum, so be sure to sign up early!

New Teen and Adult Summer Fitness Classes from Long Beach Parks, Recreation and Marine

Get fit, healthy, and ready for summer with two new classes from Long Beach Parks, Recreation and Marine!

Yoga for Teens is a new yoga class designed specifically for your age. Explore the movement of the body while experiencing the ways good posture and proper breathing are a part of your everyday activities. Enhance concentration in studies, flexibility, balance, and strength. Be sure to bring a mat. This course is for ages 12 to 15. It will take place from 10 to 11am on Sundays at Mother's Beach. Three sessions are available from June 5 to 26, July 10 to 31, and August 7 to 28, at \$40 per session.

Bodyworks by the Beach uses dumbbells, bands, and other methods of resistance training to promote lean muscles, balance, strength, and endurance. You will work your entire body and finish with an abdominal workout and stretching. Bring hand weights, a mat, and water. Participants must be 18 years or older. This course will take place from 8:45 to 9:45am on Saturdays at Mother's Beach. Three sessions are available from June 4 to 25, July 9 to 30, and August 6 to 27, at \$40 per session".

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Last month I reported on redistricting statewide and locally arising from the 2010 census. I see the City Council will soon be reviewing four potential plans for the redistricting of our City Council Districts, as I noted last month it looks like the 5th district will remain as it has been since the last modification. The four plans

can be seen on Gerrie Schipske's Blog:

SchipskeDistrict5Journal.com

While on Gerrie's blog I saw an interesting piece of Long Beach history that I thought worth repeating. I have heard the term SEADIP referred to several times in meetings related to the zoning restrictions affecting the proposed development at 2nd St. & PCH.

The Story of SEADIP -- How Corruption Brought a Plan

There is much confusion over exactly what is SEADIP in Long Beach, how it came about, whether or not it has to be followed today and why the issues it dealt with are the very same ones now being raised by potential developers at 2nd and PCH.

History:

In the 1970's Long Beach was famous for allowing the building of developments without much care for their impact. The City Planning Director in fact was convicted of taking more than \$52,000 in bribes from a team of architects who worked on 6 projects that by the way were built...including Marina Pacifica (at that time the largest building permit ever issued by the City Planning Department).

The City Manager resigned before being ousted and the Council formed taskforces to deal with a number of issues including: citizen participation, reforming appointments to committees, commissions and boards.

Prior to the arrest of the planning

director a citizen taskforce north of Seal Beach. The plan to be developed was called Southeast Area Development and Improvement Plan (SEADIP). Members of the taskforce became very upset when it was disclosed that 4 of the developments for which bribes were accepted were in the area being studied for regulation.

The focus of the taskforce was to deal with development in a responsible way that did not adversely impact the existing neighborhoods. Residents contended that PCH and Second Streets were clogged. They argued that projects already under way (Marina Pacifica Shopping Center and the Market Place) were too big for their approaches and that coordination of planning between city and developers was inadequate.

As the Chairwoman Jan Hall told the local press: "It would be a tragedy to allow high density development in the SEADIP area that would compel unacceptable traffic conditions or radical measures..."

One of many newspaper articles pointed out that increasing the density of the SEADIP area would not be consistent with the Naples-like character recommended for the area in a shore line study done for the city by Sasaki-Walker.

When the 113 page document was finalized by the taskforce and adopted by the Planning Commission, SEADIP was hailed

in editorials by the local press because it was a compromise of development with preservation. -- setting a maximum commercial building height of 35 feet.

SEADIP became an amendment to the 1961 general plan and was adopted unanimously by the City Council in 1977.



2-Bedroom, 1-Bath

Lovely corner unit entered from open side Patio with locking storage area. Skylights, Plantation Shutters, Air Conditioned and many upgrades.

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