

REDEFINING  
THE BEST  
WAY TO DO  
BUSINESS  
IN THE  
21<sup>ST</sup> CENTURY



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

**NOVEMBER 2, 2016**

**With 18 reporting, EAOC members had \$273,019,277 in total sales for 2015**

## Affinity 24

Simone Kvalheim from Affinity 24 gave the Classification presentation this week. Simone explained and answered questions regarding:

- That we have become a non cash society.
- Millennials do not carry cash only debit and credit cards.
- Millennials are the future workforce and consumers of the society.
- Taking credit cards increases the value of your business and employment
- You need to be able to process chip credit cards in a safe environment.
- You need to be cyber compliant

The perfect referral for Rick and Simone at Affinity 24 is anyone in business taking credit cards. They want to help business grow as well as provide them a secure way to do business.

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

### SCHEDULE

**November 9, 2016**  
**Open**

**November 16th**  
**Mini Talks**

### GREETERS NOVEMBER 9TH

**Kenny Arvelo**  
**Arvelo Window Cleaning**  
**Jerry Davis**  
**Jerry Davis Painting &**  
**Wallcovering**  
**Pet Sloan**  
**OC Toner Pros**

## Open Classifications

The following classifications would produce leads for our existing members. Propose one of these classifications to increase leads for members.

Advertising Firm

Amusement Park

Appraiser

Architect

Carpet Cleaner

Facility Manager

General Contractor

Home Inspector

HR Consultant

Interior Designer

Mortuary

Pension Consultant

Property Manager

Residential Electrician

Roofer

Telephone

## 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.

## FIRST PRINTING

Sun Solas  
18101 Von Karman Ave., Irvine CA 92612  
Rep. Kobi Meltzer 714-949-242-0088  
Classification: Solar  
Proposed by Rick Kvalheim

Tobin Acupuncture  
710 N. Brea Blvd., 92821  
Rep. Diana Prithard 714-256-2282  
Classification: Acupuncture  
Proposed by Simone Kvalheim

*New Board of Directors Needed  
Elections in November. Please  
inform Gayle if you wish  
to serve!*



Yelp your fellow members. Give an outstanding review to help EAOC members receive more business from the internet.

### Thought for the Week

*"Patience and perseverance have a magical effect before which difficulties disappear and obstacles vanish."*

*-John Quincy Adams*



# LIGHTMAN LINK

to  
Your LINK

A Better Home!



Catalina Cruse, Nick White  
Scarecrow

Kris Lightman, Joe Lightman

(714) 378-0909

Volume M Issue 146, November 2016

OwnABetterHome.com

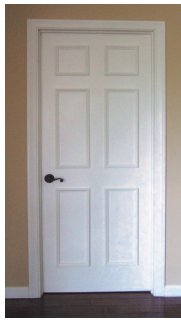


## Home Beautification

### Raised Panel Doors

A classic way to update your home is to change the doors from flat panel to raised panel doors. The number of panels ranges from two to ten. Choose a style you like and match all the doors. Certain doors may need to be special ordered like a heater door or small closet door.

Doors are either pre-hung or slab. Slab doors will need to



home.

When changing the doors, this is a good time to update the hardware. The

be drilled for new knobs and hinges. Pre-hung doors come with their own door frame. Slab doors are most commonly used when replacing doors inside a



finish on the knobs and hinges should be consistent and coordinate

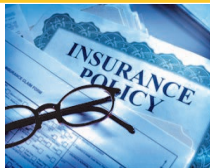
with the finishes in the home. Hinges should be exposed, not painted, to ensure ease of operation. When painting the doors, use a semi gloss or low sheen to be able to clean the doors easily. If you are staining the doors polyurethane to protect the finish.

### Property Management

#### Know your insurance coverage

We recently had water leaks in two rental properties. Neither was caused by the tenant. Both resulted in thousands of dollars in repairs and weeks of work to replace cabinets and floors. Luckily our clients had great insurance coverage. Be sure your policy covers loss of rent and pays you what your tenant pays. We offered the tenants the option of moving out or a reduced rent if they chose to stay. We also covered the extra electricity for the fans that were running constantly for several days.

Be sure you have money saved for unforeseen expenses. If you have a mortgage the check from the insurance company will be made payable to both you and the lender. If the lender isn't local it may take several days to get them to endorse the check and return it to you.



### Oh the weather outside...

#### Termite Wings

Termites swarm in warm weather all year long. But, just because you see termites or their wings in your home doesn't mean you have termites. Termites eat wood and don't bite or attack people unless they are handled. They look like a fly with long wings. Evidence of termite droppings, mini pellets that look like sand, indicates termites are living inside the home. It takes five years for termites to do significant damage to the structure. You can treat for termites locally where the infected wood is drilled and poison is applied to where termites are living. A fumigation is necessary if the termites are in inaccessible areas. Homes are selling on average every ten years. It's important to treat for termites if you are not planning to move for awhile and have lived in your home for at least five years.







Cat, Nick, Scarecrow, Kris & Joe

# Lightman \* Link

**STAR Real Estate**  
 10540 Talbert Ave. #100 West  
 Fountain Valley, CA 92708  
**(714) 378-0909**  
 Email: info@ABetterHome.com  
 OwnABetterHome.com



## Cool Links

November's restaurant in the **Dine Out Calendar: Old World Restaurant**  
 7561 Center Ave. #49, Huntington Beach 714-895-8020 - Enjoy!

November 6th - Daylight Saving Time Ends

November 11th - Veterans Day

November 24th - Thanksgiving Day

**December 4th - Santa Day** -  
 at Star Real Estate -  
 20951 Brookhurst at Atlanta  
 in Huntington Beach

Diversified Termite  
 714-998-8635

**Need garage sale signs? Call us!**

Your

Link

to

a

Better

HOME!

We are very thankful for  
 your business and your  
 referrals!



**JUST LISTED!**

**1115 Sandi Lane, Costa Mesa**



2 Bedrooms - 2.5 Bathrooms  
 One garage plus private parking

Range priced from \$499,000 - \$525,000

**HAPPY THANKSGIVING!**

**Carpe Diem (seize the day)**

*Santa's on his way to Star!*

**Santa Sunday, Dec. 4th**  
**10:00am - 5:00pm**

Join us for Star's 35th Annual Santa Day!

Have your picture taken with Santa, and receive a FREE, professional 5"x 7" color photo! Enjoy cookies, punch and coffee! **Balloon animals for the kids!**

\*Animal Balloon Artist will be available from 11am - 3pm

Please, children must be accompanied by an adult. Only one free photo per household. No appointment is necessary for your holiday gift from:

**KRIS & JOE LIGHTMAN & NICK WHITE**  
 714.378.0909  
 Info@ABetterHome.com  
 www.OwnABetterHome.com  
 BBE#00924615,00967450/01707819

## Real Estate Report

### 2017 Real Estate Forecast

This year Leslie Appleton-Young, Chief Economist for the California Association of Realtors, predicts the housing market in California will continue to improve again in 2017. A shortage of homes on the market and a crimp in housing affordability will again persist in 2017. While the higher end housing market, above \$1,000,000, will slow down, low end prices will still see multiple offers and shorter market times.



forecasted to increase 4.3% statewide in 2017. Most of the appreciation will be with entry level homes and in counties with more affordable properties. The projection for California's median home price is \$503,900 for 2016 and is slated to increase to \$525,000 by the end of 2017.

Interest rates remained lower in 2016 than predicted. In 2017 expect rates to remain in the 4% range for a 30 year fixed rate mortgage.

Median prices are