

UPCOMING EVENTS:

SATURDAY NOV. 5TH ~2016 HRC TURKEY TROT
9:45 AM AT DUSTY GLASSMAN BALLFIELD

SATURDAY NOV. 19TH ~DADDY/DAUGHTER DATE NIGHT
6 PM AT IHM

FRIDAY DEC. 2ND~HAYS WINTER ARTWALK 6:30 PM

SUNDAY DEC. 4TH ~FROSTFEST PARADE
A STORYBOOK CHRISTMAS 6 PM

VISIT WWW.PLATINUMGROUPTHAYS.COM
TO VIEW OUR OPEN HOUSE LISTINGS



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the HOME front

Your local realtor newsletter

NOVEMBER 2016

VOLUME 1 ~ ISSUE 7

Platinum Group introduces a state-of-the-art camera media system that adds new dimensions to selling real estate, by transforming an interior home into a digital 3-D model.

The software will allow users to experience a property online through a 3-D Showcase that brings listings to life.

"This is the future," said Adam Pray, owner. "It's one of many exciting things we are working on here at Platinum Group."

Clients can immerse themselves into virtual spaces, without of inconvenience of traveling to and from the property, and it feels so real it's better than being there.

"Part of my job is making the process easier for both sellers and buyers," said Rick Claiborn, a realtor for the agency. "This does it for both by making it easier for people to see houses."

Online buyers can view a property directly from their computer. So far sellers have been delighted to see their property displayed in a most fascinating and rewarding way cutting down on foot traffic through their property.

"This is a win-win situation for all," said Marcie Pray, realtor. "The buyer can browse the home at their convenience and pace with the touch of a computer key. The seller can showcase the home in its pristine state and significantly decrease the number of times they need to prepare and vacate the home for showings. It's a new way of doing business for the realtor and I'm excited about it."

The platform promises to set Platinum Group apart from the ordinary, utilizing technology by creating a 360-degree panorama view. This immersive, interactive experience offers buyers and sellers a stunning presentation in a most engaging way to showcase property.

"The new technology being introduced to Hays Area will change the way we view Real Estate!" ----Tyler Reed, Realtor

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TO VIEW A VIRTUAL TOUR OF OUR LISTINGS

Meet our new agents at Platinum Group!



Brady Reed
785-621-2969

Brady was born and raised right down the road in Quinter, Kansas. He is a graduate of Kansas State University and is a proud supporter of the Wildcats. After college Brady worked for a trade show exhibit company in Olathe for 2 years before moving to Hays to join the Platinum Group team. An interest in real estate, the small town feel, and his family makes Hays a great fit for Brady. After 6 months in real estate Brady is thoroughly enjoying his new career and he looks forward to continue to serve the community of Hays.



A.J. Preisner
785-639-1725

After growing up in Ashland, a small town in Southwest, KS A.J. moved to Hays to attend Fort Hays State University. AJ loved the small town feeling he felt when moving in 2004. That same feeling was the main reason he and his wife felt Hays was the perfect place to raise a family and start their careers. In 2015, he and his wife, Cathryn, used Adam to purchase their first home. Throughout the home buying process and getting to know Adam through activities at the Hays Recreation Commission, A.J. saw Adam's passion, vision and knowledge for real estate and knew that was something he wanted to be a part of. A.J. truly believes, under Adam's leadership and the other dedicated agents, Platinum Group will be the #1 Real Estate Company in Ellis County.

How Technology is Changing the Way We Buy Houses

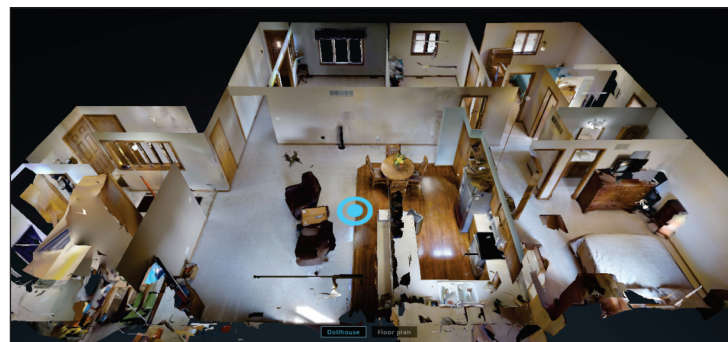
By Mai Nyguen Posted: 06/23/16 Updated: 09/11/16

Technology has changed the way we shop, eat, and travel and it is changing real estate, too. Today, 45 percent of future homebuyers begin their search on a computer, while 13 percent start with a smartphone, according to a recent national survey from Chase. Only 11 percent still peruse the listings of a newspaper.

Not so long ago, homebuyers were stuck with flyers and phone calls to real estate agents. Today, a wide range of online services provide listing information — and most will even alert you when a home hits the market that meets your must-have criteria, like size or location or granite countertops or a nearby beach. “When I started in this business, all the listings were on index cards,” says Long Island real estate broker Diane Saatchi. “Buyers are more hands-on now, and love being the first one to know something.” Online listings can provide easy links to information on communities, school, taxes, and transportation.

The way we view properties has changed in even more dramatic fashion, as simple photos have yielded to things like 3D virtual tours. “When you look at a regular image, it's very different from when you are experiencing something in an immersive media,” says Bill Brown, chief executive officer of Matterport, a Silicon Valley company that produces these interior mapping cameras. “You get a physical sense of the place and it creates an emotional feel.” They're produced by robust cameras that capture 3D pictures of homes to give homebuyers an immersive walkthrough of the space. This is all available on computers and mobile devices — but the most advanced versions employ virtual reality headsets, which lets you look up and down and side to side.

Whether you're across the world or just can't stand traffic, these enhanced viewing options let you get a good sense of what a home looks like from your couch. Brown knows at least a dozen cases of homebuyers who have bought properties yet have never stepped foot in the space. However, the majority of home buyers opt to see houses in-person, using these tools instead to help them narrow down their choices, says Nela Richardson, chief economist at real estate brokerage Redfin.



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VIEW A VIRTUAL TOUR AND MORE



Make Your Listing Attractive to Young Families

MARCH 2016 | BY BRYN HUNTPALMER

Many young home buyers have the romantic and creative impulse to purchase a home that needs significant renovations. They are willing to spend weekends painting or refinishing original wood floors in order to truly make their mark on their home. However, families with children are often short on both time and money, and they may not have enough of either to see these dreams come to fruition in a home that requires serious work.

That's why listings that will truly attract these young buyers need to encapsulate that do-it-yourself spirit without also communicating a potential to send budding families spiraling into debt. These tips will help prospective buyers see your listing as a space where they can comfortably raise their family without breaking the bank.

Balance Financials With DIY Appeal

Typically, younger buyers tend to be more budget-conscious. Your average under-35 couple isn't going to be well suited, financially speaking, to a fixer-upper. But that doesn't mean they don't want one. Research indicates that younger buyers are still opting for fixer-uppers — at least 62 percent of young home owners have renovated, according to a 2015 study from Houzz.

This generation has a DIY attitude and, as real estate agents can attest, this approach translates to home ownership as well. Buyer's reps should take care to lead younger clients with limited financial wiggle room to listings that can balance their desire to remake the space with their fiscal reality. They'll do well in homes that need a cosmetic update but not a total renovation, and they can benefit greatly from your experience. Young buyers may come in loaded with their own research, but they still need your professional opinion, especially when it comes to making sound financial investments and estimating their families' capacity for remodeling.

Advise Sellers to Handle Smaller Repairs

While it's true that younger buyers are drawn to repair projects, a huge list of small, unrewarding tasks isn't likely to get their creative juices flowing. Some projects may seem trivial or simple to your sellers, like reattaching a loose gutter or putting new childproof covers on electrical sockets. But if you can help them imagine the stress of adding those projects onto the already long to-do list common to young families, it could go a long way in convincing them of the need to tackle some of these pesky tasks.

Take your sellers on a room-by-room tour of their home with a list of necessary repairs, from windows that are painted shut to light switches that no longer work. Explain that taking the time to make these simple, inexpensive repairs will go a long way to putting prospective home buyers' minds at ease. Additionally, while every home grows infinitely more appealing after a deep cleaning, parents in particular are drawn to a spotless interior — the kind of place where they can picture their children growing up, instead of those that conjure up the fear of mold hiding under baseboards.

Invest in a Fence for the Yard

Your listing's backyard doesn't need to include a full jungle gym in order to appeal to a family with young kids. Installing a privacy fence can yield a 50 percent return on the seller's investment, according to a recent article at Realty Times. Meanwhile, prospective home buyers will see a space where their children and pets can play freely without worrying about passing cars or strangers. Staging the backyard with items like patio furniture, a fire pit, or even a hammock will help young buyers imagine relaxing weekends spent making memories with their families.

Draw Attention to Energy-Efficient, Eco-Friendly Features

Virtually all home shoppers appreciate energy-efficient features that can provide monthly budget relief, but young parents may be especially focused on providing a healthier environment where their children can grow and live. Even little items like a smart thermostat can be surprisingly important selling points to a young family, thanks to the low-effort opportunities it provides to reduce a growing family's footprint. Create a narrative in your listing that highlights spaces for gardens and a rain collection barrel. Many parents today are looking for ways to teach their children about healthy food choices and conservation. Older kids might have a greater appreciation for new chores when parents encourage them to take on the responsibility of caring for plants.

Highlight Open Kitchens in Your Listings

When recitals and soccer practice have to be fit in between growing work demands, a formal dining room may be less appealing to younger buyers than, say, a wide kitchen island with bar seating. Of course, not every house comes complete with an open-plan kitchen, but adding recessed storage, open shelving units, and extra light can do a lot to make a cramped space feel more inviting for the whole family. Be sure to mention small details in this important room, such as the view of the backyard from the window over the kitchen sink. That way, buyers can imagine themselves watching their children play while preparing meals.

Remember: For young families, buying a home is an emotionally fraught time. They aren't just investing in a house, they are envisioning what their whole family will look like in the coming years, or even putting down roots in a new city. As a real estate professional, you know that walls can be easily repainted and light fixtures updated. But your understanding of how these minor issues impact first-time buyers brings added value that cannot be quantified.