

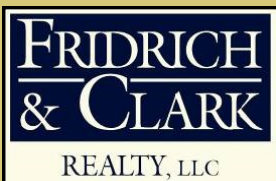
**SAM COLEMAN,**  
BROKER, GRI/CRS  
CELL: 615.210.6057  
SAMCOLEMAN@COMCAST.NET  
SAMCOLEMANHOMES.COM

### Sam's Special Points:

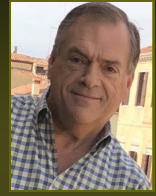
*"The world needs less heat and more light. It needs less of the heat of anger, revenge, retaliation, and more of the light of ideas, faith, courage, aspiration, joy, love and hope."*

~Wilfred Peterson  
**Things that were invented since 2000:**

- Camera phones were first invented and released in 2000 by Sharp.
- The first USB flash drive was released by IBM. (All my files are now stored on one).
- The Ericson T-36 Bluetooth enabled phone was released in June 2000.
- In 2001, Prius vehicles became available worldwide. The hybrid car was powered by both gas and electricity.
- Blu-Ray discs were first introduced in 2002 with greater storage capacity and higher quality videos.
- Launched in 2004 from his Harvard dorm room, Mark Zuckerberg launched something called "The facebook." Today there are 1.69 Billion users.
- In 2005, something called "YouTube" was launched, showing "Karim at the San Diego Zoo." Today, it has > 2 billion users.
- In early 2007, Steve Jobs introduced something called an iPhone- described as a "breakthrough" communications device.
- The world's first Android smartphone, the T-mobile G-1 was officially released in October 2008. Today there are 3.5 billion such devices.
- It was 4 years ago this month that Phillip and I were legally married in an intimate ceremony on our terrace, after having been together for 26 years. The day was one of the "touchstones" of my life.



# Room to Grow...



Volume 13 Issue 8

September 2020

## What One Can Learn from On-Line Education

Having been in real estate for 20 years now, I still find the work to be exhilarating and full of much joy. When I dove into the profession, I was at a low point in my life after having been summarily fired from an executive position that I enjoyed tremendously at an employer who I loved deeply- St. Thomas Hospital. But, with the change of the hospital CEO, he determined that he wanted someone else to head up the human resource function. Not only did it have financial implications, it was personally devastating and an embarrassment. Another healthcare organization in the city asked me to join their staff, but I declined. I wanted to be my own boss and control my destiny even though I didn't have a clue what that would be. Then, I remembered how much I enjoyed an Adult Ed class in preparation for getting a real estate license 20 years earlier, yet I never sat for the exam.

Within days, I reached out to a good friend who had his own brokerage and inquired if I obtained an affiliate brokers license could I join the firm. Without hesitation, he said "yes." After retaking the class (80 hours of class time), I immediately sat for the affiliate brokers exam and passed. An ironic twist a few weeks later, a partner at the hospital law firm called asking me to help him buy a house. My course was set. After the requisite experience and several transactions under my belt, I sat for my broker exam, passed it and, theoretically I could have my own brokerage. I moved my license to Fridrich & Clark 13 yrs ago, which has been a real blessing. With 20+ years experience, each transaction I have still gives me both a thrill and great joy. As with many professional certifications and/or licensure requirements, I still have to complete on-going education. For example, I have served several terms on the Arbitration Committee for the local Greater Nashville Realtors- this year I am Committee Chair which requires more continuing education. The purpose established by the National Association of Realtors is to arbitrate when agents from 2 different firms are in dispute as to "who earned" a commission and the broker/owner of each firm cannot resolve the dispute. And, the National Association does not allow a splitting of commission- it's an all or none decision. The agents involved must have their managing broker in attendance and most have legal counsel. I always learn something from each panel hearing. Fortunately, this year there have been no cases to be arbitrated.



Also, I have earned credentials for designation as a CRS (Certified Residential Specialist) which requires a minimum level of number of transactions, dollar volume and on-going education. Recently due to Covid restrictions, I decided to enroll for online education called "How to Keep Your Clients' Communication." Reading the article there were things that seemed so common sense to me.

- Writing thank you notes to clients once you help them either buy or sell a property.
- Writing or calling clients upon the anniversary of a transaction.
- Having a closing gift to present to your buyers at the conclusion of the transaction.
- Having regular communications with clients about all things real estate, like a monthly newsletter.
- Engage with clients immediately if they recommend your services to a potential clients.
- Be personal with all communications, make it more than just a business—make it real life.
- Deliver a holiday remembrance to clients that have remained local and had a transaction that year.
- Anytime a client sends a text, calls or emails you—respond promptly.
- If a client appears in local media, contact them to let them know that you saw the information.
- Give timely and accurate market updates regularly to all clients.
- Be genuine in your concern for clients both personal matters and business.

I strive to do each of the bullet points listed above and it works, gives meaning to me and clients.

I am happy to report the local market remains strong and homes are selling at a brisk pace. Actually, in most areas, many homes go under contract within a week of going on the market- often at list or above list price. The times we are living in are unprecedented with uncertainty, fear, unrest, turmoil and division. My commitment to you- stay professional, put my shoulder to the grindstone to accomplish the work you have engaged me to do and be realistic yet optimistic about the future. Most of you will agree, there is more that unites us than divides us- if we will only look for what we have in common. We all know that by working together much can be accomplished and our city, state, country and the world will be a better place.

**Let me know if you have any questions or concerns about all things real estate.**

## Sam's Latest Hits and Tips

If your household is like ours, we try to be frugal with time, energy and effort now including daily breakfast which, pre-Covid, was done "on the run." Now, we have to take nourishment prior to Phillip's daily Zoom schedule which starts at 7 am. Here's a great easy dish!

### Puffed Pancake with Strawberries

1 lb. small strawberries, hulled & sliced	2 tablespoons powdered sugar + more for dusting
3 tablespoons butter	3/4 cup whole milk
3 large eggs, room temperature	3/4 cup all purpose flour
Pinch of salt	Lemon wedges

Preheat oven to 450°F. Stir strawberries and 2 tablespoons of sugar in medium bowl. Let stand at room temperature while preparing pancake. Melt butter in a 10" ovenproof skillet over medium high heat, swirling to coat bottom and sides of skillet. Blend milk and eggs in a blender until smooth. Add flour and salt; blend batter just until incorporated. Pour batter into hot skillet. Transfer skillet to oven and bake pancake until puffed and golden in spots, about 11 minutes. Immediately cut pancake into quarters. Transfer one wedge to each of 4 plates. Spoon strawberries on top, dust with powdered sugar and serve.

A new find, Trader's Joes "Sublime" Ice Cream Sandwiches. Vanilla ice cream sandwiched between chocolate chip cookies and rolled in mini chocolate chips. Check them out. Perfect "lite" dessert.

*I would love to hear any feedback or suggestions of your favorite dishes!*

www.SamColemanHomes.com



**SAM COLEMAN,**  
BROKER, GRI/CRS

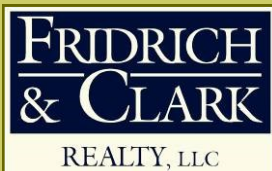
*Welcome to Sam Coleman's newsletter*

*Room to Grow...*

Fridrich & Clark Realty, LLC  
3825 Bedford Avenue, Suite 102  
Nashville, TN 37215

Cell: 615.210.6057  
Fax: 615.327.3248

samcoleman@comcast.net



## *Analyst: Housing Market Can't Sustain 'Frenzied Demand'*

The housing market showed no signs of slowing in August, with homes getting more expensive and selling faster. The national and local median listing price increased by 10% to a new record high with homes still selling at their fastest pace in 15 months. Meanwhile, the number of homes on the market sank to record lows as housing shortages persist. "It's difficult to imagine that the housing market will be able to sustain the frenzied demand currently being experienced, but we have yet to see any signs of slowing," says Danielle Hale, Realtor.com's Chief Economist. "Buyer traffic on Realtor.com is outpacing the record levels we saw earlier this year, suggesting that demand will continue to exceed the number of available homes for sale." Housing demand is more intense than is normal in this buying season, Hale says.

Locally, the practice continues of agents listing homes in MLS two days prior to the availability of the home to be viewed by potential buyers. And, then in the realtor remarks section, the listing agent adds language such as "all offers will not be presented until 3 days after showings begin, offers must include a pre-approval letter in order to be considered" and more lately "Seller prefers to have 30 days post closing before giving occupancy." Nationally and locally, inventory has dropped about 30%. The lack of homes for sale continues to press on home prices. On average, homes nationwide are selling in 56 days-five days faster than a year ago. Locally, for the last 30 days, homes in Green Hills, Belle Meade, Sylvan Park and Hillwood area have been actively on the market for only 26 days prior to going under contract and then closing within an additional 20 days. Buyers have to move fast!

*Call me at 615.210.6057 if you need home advice or just want to chat.*