

AT YOUR SERVICE!

News To Help You Save Time And Money

April 2010

HAPPY SPRING

I'm almost afraid to say it, but I think Spring is finally here! I don't know about you, but I am very excited for warmer weather and flowers!

It appears that Spring has sprung in the real estate market also. We are seeing lots of Buyers coming to Open Houses and the phones in the office are busier. The weather we had in January, February and part of March was definitely not conducive for real estate, but we are now seeing the result -- the pent up demand is coming out! New listings are starting to flow onto the market and the Buyers are anxious to buy before the Federal Tax Credit runs out. So if you've been sitting on the fence, hop off! It's time!

The enclosed market report gives you a snapshot of what our market has done in the last month. As you can see, there is quite a variation in number of homes sold, average list price and ratio of sale price to list price. Always keep in mind that several of the categories are the average and that the stats are for one month only! Please feel free to call with any questions.

On a different note -- I will be participating in a fund-raising walk for Habitat for Humanity, an organization that is dear to my heart. I will be walking with a group from my church from Wyckoff to the Habitat offices in Paterson, about 8 miles. I have done this several years in the past, and it is always a great experience.

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I need sponsors! Would you please consider sponsoring me? Any donation would be greatly appreciated. You can either opt to pay a certain amount per mile or just make a contribution of your choice. Email or call me if you think you might be interested. Thanks in advance for your support!

Enjoy the newsletter and, most of all, enjoy the warmer weather!

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www.SallyPonchak.com

www.NorthJerseyRealEstateBlog.com

“Crunch, Crunch” Or “Knock, Knock”?

Crunch. Crunch. That was the sound of Joe Markham's problem. The three-year-old German Shepherd he'd adopted, Fritz, loved to chew rocks. So much, in fact, that his teeth were one-third their normal size.

In every other way, Fritz was a wonderful and loving companion. But Markham knew the dog's one bad habit was endangering his health. So Markham, a partner in a motorcycle/auto repair shop, encouraged Fritz to try softer substitutes: radiator hoses and motorcycle tires. But the dog didn't favor either of these items enough for it to become a rock replacement.

One day, Fritz stretched under a workbench, pulled out a part from a car, trotted over to Markham, and dropped the part on Markham's foot. With this rubber-knobbed gizmo it was love at first bite. Fritz forgot his beloved rocks. His new kind of toy was making the dog so joyful.

That's when Markham speculated that if his dog loved this type of rubber so much, other dogs would, too. And so began a long journey of prototypes, rejections, manufacturing woes, ridicule, and late-night commercial slots. But Markham persevered because he knew his *real* customers – the furry, four-legged ones – would prove him right.

Today Markham's toy, the KONG, has sold 50+ million worldwide, and according to the company's Web site, "Millions and millions of dogs have confirmed that KONG is the world's best dog toy!"

Is that “crunch, crunch” of a problem really the “knock, knock” of opportunity?



The Mighty, Majestic Redwood

In 1963, the National Geographic Society recorded the tallest of all known trees, a majestic California redwood that stood 367.8 feet. These trees' longevity may be partly due to the fact that redwoods are not vulnerable to disease or insects, and their one-foot-thick bark often protects them from fires. Even if one is burned or cut down, a redwood is capable of sprouting a new tree from a burl at the base of its trunk. Redwoods have been known to live for as long as 2,500 years, but the average span is 500 to 700 years. Typically, the trees, which have shallow root systems, are blown down by strong winds.

The Spanish called them “palo colorado” or “red trees” after their reddish bark. Early settlers kept their poultry in burnt-out redwoods – the diameter of which could reach 20 feet – and called such trees “goose pens.” The first railroads in California were laid on redwood ties, and today California wines are kept in redwood vats to preserve the flavor of the grapes. Learn more about these fascinating giants and the Redwood National and State Parks at <http://www.nps.gov/redw/index.htm>.

See An Interesting Home?

No need to wonder about the price.
No need to call a
high-pressure sales agent
who will just make you feel obligated.
My computers can send you the
information quickly and easily,
for any house, listed or
sold, anywhere in town.
**Just ask me! It's all part
of my free, no-obligation
HomeFinder Service.**
Leave the address on my
voicemail, anytime, 24 hours a day,
and I'll fax, mail or e-mail all the
information to you on that
listing within 24 hours.

obsession had customers asking what

How To Avoid “Blackberry Thumb”

The American Society of Hand Therapists (ASHT) recently warned owners of personal digital assistants – such as Blackberries, iPods, and Sidekicks – of the danger of developing carpal tunnel syndrome, tendonitis, or other hand, wrist, and arm ailments. “Handheld electronics may require prolonged grips, repetitive motion on small buttons, and awkward wrist movements,” says Donna Breger-Stanton, ASHT president. “These devices are immensely popular, and they’re getting smaller with even more features which encourages extended use. Most of the population could suffer hand ailments unless they learn to take preventive measures.” Her suggestions:

- Don’t bend your wrist in either direction when holding the device. Grip it loosely and hold it straight in your hand.
- Watch your posture. “People may strain their elbows and wrists by leaning or slouching for a long period while working on these devices,” Breger-Stanton says.
- Switch hands frequently to reduce fatigue.
- If possible, place pillows in your lap on which to rest your arms.
- Take a break every hour.



Play Ball!

As a salute to the start of baseball season, here are some quotations to remind us why we love this game:

That’s the true harbinger of spring, not crocuses, or swallows returning to Capistrano, but the sound of a bat on a ball. – *Bill Veeck, 1976*

A critic once characterized baseball as six minutes of action crammed into two-and-one-half hours. – *Ray Fitzgerald, 1970*

A baseball game is simply a nervous breakdown divided into nine innings. – *Earl Wilson*

I don’t want to play golf. When I hit a ball, I want someone else to go chase it. – *Roger Hornsby*

Baseball is almost the only orderly thing in a very unordered world. If you get three strikes, even the best lawyer in the world can’t get you off. – *Bill Veeck*

Sandy’s fastball was so fast, some batters would start to swing as he was on his way to the mound. – *Jim Murray, on Sandy Koufax*

You spend a good piece of your life gripping a baseball, and in the end it turns out that it was the other way around all the time. – *Jim Bouton, Ball Four, 1970*

March Quiz Answer

Question: In honor of March, Women’s History Month, who was the first woman to win the Nobel Peace Prize for economics?

Answer: Elinor Ostrum (in 2009).

Source: nobelprize.org

Congratulations to TIM HAUSCH of Bloomingdale! Your name was selected at random from all of the correct quiz entries and you’ll receive a \$25 American Express Gift Card!

Honorable Mention goes to:

Roger Bayersdorfer

Judy Bishopp

Brian Kleinberg

Susan & Jack Gardner

Jane Goodman

Learn The New Jargon Now

Some of the most creative thinking in the workplace comes from the desire to avoid saying what we really mean. Check out these innovative euphemisms for typical workplace antics:

Blamestorm: A discussion centered around finding an excuse – or a scapegoat – for failure.

Data transport system: A briefcase.

Ohnosecond: The fraction of a moment between hitting “send” and realizing you’ve just sent an embarrassing email to everyone in your organization.

Percussive maintenance: Hitting a computer or other electronic device in an attempt to get it to work.

Presenteeism: The opposite of absenteeism; an obsession with being visible at work regardless of how productive you are.

Run it up the flagpole: Hoping someone with real authority will give you permission to do something if you ask politely.

Stress puppy: Someone who thrives on pressure.

Vulcan nerve pinch: The awkward hand stretch needed to reach all the keys necessary for certain computer commands.

Xerox subsidy: Using the office photocopier for personal reasons.

April Quiz Question

What is another name for an apiarist?

Everyone who faxes, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$25 American Express Gift Card.

Don't Buy A “Flood Car”

Car experts say that, when an area of the country suffers heavy flooding, unscrupulous dealers rush in and buy flood-damaged vehicles in salvage yards, then they clean them up and resell them. It's a dangerous and dishonest practice because vehicles exposed to rising water often have malfunctioning brakes and computer systems. Here are some pointers on how to spot a flood car:

- It will have a musty smell.
- There will be rust underneath the dashboard or on the interior trunk or hood hinges.
- You'll see water stains on the upholstery or mismatched upholstery (signaling that the stained portions were replaced).
- It will have condensation or water droplets inside the interior light fixtures.



NEW LISTING!



WYCKOFF **\$669,000**
Split Level ... 4BR/2.5B ... so many updates ... beautiful hw floors ... finished basement ... spacious rooms ... pristine, move-in condition ... around the corner from middle school!



Sally Ponchak
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COLDWELL BANKER

RESIDENTIAL BROKERAGE



My Latest Listings
April 2010



FRANKLIN LAKES **\$849,000**
4BR/2.5BA Colonial ... in-ground pool w/cabana ... gorgeous .92 acre lot ... family room with fireplace ... bonus/sun room ... 2-car garage, CAC ... great location, great schools!



WYCKOFF **\$720,000**
Expanded ranch ... 4BR/3.5BA ... large level lot ... flexible layout - master bedroom on either 1st or 2nd floor ... finished walkout basement ... 2-car garage ... light & bright!



HILLSDALE **\$1,600,000**
Exquisite Colonial ... 5BR/4FBA/2HBA ... 1.96 acres ... four fireplaces ... full finished basement ... front & back covered porches ... in-ground pool ... 3-car garage ... one-of-a-kind!



WYCKOFF **\$1,179,000**
Country French Farmhouse ... 4BR/4BA ... in-ground pool ... great room with fireplace ... full finished basement ... over 4,000 sf ... custom designed & built ... a cut above!

UNDER CONTRACT



WYCKOFF **\$389,000**
Cape Cod ... 4BR/2BA ... level, deep property ... one-car garage ... hardwood floors ... screened porch ... 30-year roof (2009) ... offered "as is" ... great opportunity!



OAKLAND **\$359,000**
Townhouse ... 2BR/2.5BA in Oak Crest ... second-floor den ... beautiful views from deck ... living room with fireplace ... 2-car garage ... convenient to everything!

NORTHWEST BERGEN MONTHLY MARKET REPORT

Single Family Homes

For the period

March 1, 2010 – March 31, 2010

Town	Listings Sold	Avg. List Price	Avg. Sold Price	Sale Price/ List Price	Average Days on Market	Active Listings (as of 4/1/10)	Avg. List Price (as of 4/1/10)
Allendale	5	\$ 664,580	\$ 629,100	94.661	92.40	38	\$ 939,837
Franklin Lakes	12	\$ 1,078,975	\$ 862,625	79.949	181.67	111	\$ 1,654,382
Glen Rock	4	\$ 535,725	\$ 502,625	93.821	81.00	51	\$ 604,465
HoHoKus	2	\$ 814,495	\$ 757,000	92.941	116.50	20	\$ 1,035,270
Mahwah	2	\$ 734,000	\$ 642,500	87.534	37.50	81	\$ 1,019,261
Midland Park	6	\$ 435,433	\$ 405,917	93.221	72.33	25	\$ 494,440
Oakland	5	\$ 460,900	\$ 430,700	93.448	91.40	73	\$ 554,136
Ramsey	6	\$ 575,117	\$ 532,083	92.517	77.17	54	\$ 678,451
Ridgewood	20	\$ 756,275	\$ 688,125	90.989	84.35	103	\$ 862,103
Saddle River	2	\$ 2,070,000	\$ 1,844,000	89.082	87.50	77	\$ 4,163,375
Upper Saddle River	2	\$ 1,944,000	\$ 1,586,000	81.584	99.00	91	\$ 1,422,806
Waldwick	5	\$ 401,900	\$ 386,680	96.213	73.20	55	\$ 459,303
Wyckoff	3	\$ 759,000	\$ 701,667	92.446	53.00	79	\$ 894,195

Statistics from the New Jersey Multiple Listing Service. Information deemed reliable, not guaranteed. Not responsible for typographical errors.

How To Exercise Your Brain



Like any other part of your body, your brain needs exercise to stay healthy. Although physical exercise can encourage the growth of new brain cells, mental exercises will also help your mind stay sharp. So...

- **Mix up your routine.** When you take the same route to work every day, or even fix the same peanut butter sandwich for your lunch, your mind stops stretching itself. Look for different activities that force you to think actively about what you're doing.
- **Stay mentally active.** Crossword puzzles, sudoku, and other games can keep your mind in shape. So can taking a class, learning a new language, or reading something challenging in a book group.
- **Reduce your stress.** Easier said than done for many of us, but meditation, yoga, and getting plenty of sleep can relieve pressure that interferes with the ability to form fresh memories.
- **Socialize.** Don't let yourself get isolated. Talking to people and making new friends will stimulate your brain and give you more opportunities to learn and grow.
- **Test yourself.** Make up a few simple mental exercises. For example, try to identify the coins in your pocket, or the keys you carry, by touch instead of sight.

Do We Over-Share?



Some employers are worried about what their workers are saying on Facebook and other social networking sites.

A survey by Travelers found that one out of eight people share work-related information on social media sites, and 30 percent say they don't think posting information about their employer is a problem as long as they believe the information is true.

"An employee could inadvertently post confidential information that could cause irreparable harm to a business," says Kathy Swendsen, President of Travelers Global Technology. "In addition, the speed and ease of publication to a wide audience makes it virtually impossible to remove the information once it's posted."

Take Time For Poetry

Are you a fan of poetry? If your response is, "I don't know much about it..." then this is the month for you. April is National Poetry Month in the U.S. and Canada, when publishers, booksellers, literary organizations, libraries, schools and the poets themselves band together to celebrate poetry and its vital place in our culture.

From Shakespeare to Silverstein, from Angelou to Austin, there's such breadth, depth and variety in poetry that there really is something for everyone to enjoy and appreciate. Learn more about National Poetry Month at www.poets.org.

Gear Up For Spring Cleaning

Is it time yet? Spring cleaning should be done around the time that you stop using the heat in your house. This typically falls between the first day of spring and mid-April. Sometimes one of the toughest things about spring cleaning is getting started, so here are a few tips to help you get ready for this much-needed chore. Prepare by making a list....and checking it twice.....

Make a list of all of the chores that you plan to tackle. Here are some suggestions:

- Wash blankets, comforters, quilts.
- Remove out-of-season clothing from closets, wash and store, and replace with seasonal clothing.
- Donate clothing that won't be worn again.
- Clean light fixtures and chandeliers.
- Clean basement and garage.
- Clean windows, walls, ceilings, and floors.
- Vacuum books.
- Dust furniture.
- Move and clean under heavy appliances and furniture.
- Shampoo carpet, rugs, and upholstery.
- Clean lampshades.
- Dust or wash all china, crystal, and knickknacks.
- Wash blinds, mini-blinds, and shades.
- Dry clean or wash curtains and drapes.
- Organize files, photographs, videos, and CDs.



And Prepare Some More

Next, take inventory of your cleaning products. Decide what you'll need to complete each chore, so you can make only one trip to the store. The key is to start with everything you need to complete the job.

And Then...

After you're finished, sit back and admire your like-new clean house, and congratulate yourself on a job well done.
--Adapted from HomeMadeSimple.com



Autism
NEW JERSEY

April is Autism Awareness Month

No doubt you have heard about autism, given its prevalence and the amount of media coverage that has been dedicated to the disorder over the last several years. If you don't know about it, please take a moment this month to learn about it. According to Autism New Jersey, a non-profit agency providing information and advocacy, services, family and professional education, and consultation, children and adults with autism exhibit atypical, repetitive behaviors and deficits in social and communication skills. Autism is usually diagnosed during the first three years of life and is four to five times more prevalent in boys than in girls. It knows no racial, ethnic or social boundaries. Autism, Asperger's Disorder and PDDNOS are commonly referred to as Autism Spectrum Disorders or ASDs. This label conveys the continuum of ability levels, but is not itself an official diagnosis. Autism spectrum disorders affect approximately 1 in 150 individuals. To learn more, go to www.autismnj.org.

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Free Information Request Form

Please complete the box below and place check marks next to the free reports and information you'd like to receive.

Fax this form to 201-891-0976 or mail it to:

Sally Ponchak, Coldwell Banker, 372 Franklin Avenue, Wyckoff, NJ 07481, call me at 201-848-3214,
or email sally@sallyponchak.com

Name: _____ Phone: _____

Address: _____ Email: _____

City: _____ State: __ Zip: _____ Fax: _____

Please send me the requested free information selected below via Mail Fax Email.

Free Reports

- Protect Your Home From Burglars
- Five Deadly Mistakes Home Sellers Make
- Making the Move Easy On the Kids
- How Sellers Price Their Homes
- How to Stop Wasting Money on Rent
- How to Sell Your House For the Most Money In the Shortest Possible Time
- The 10 Dumbest Mistakes Smart People Make When Buying or Selling a Home

Free Information

- Send me information about your free, no-obligation HomeFinder service.
- Send me the special computer report showing the features and sale prices of up to 15 of the most recent home sales near the following address:
_____, City: _____
or in the _____ area.
- Please let me know the listing price and features of the home at the following address:
_____.
- Please let me know the selling price of the home at the following address:
_____.
- Please call me to arrange a free, no-obligation market valuation on my house.

Do you have a family member or friend who would enjoy a free subscription to Sally Ponchak's AT YOUR SERVICE? Just provide me with their contact information, and I'll add them to my mailing list.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Go Green!



Recycle That Old Refrigerator!

Did you know that about 95 percent of a refrigerator can be salvaged or recycled? Here's a list of materials that can be saved in a typical large appliance: steel; glass shelves; liners (plastic); copper and aluminum components; polyurethane foam insulation; compressor oil; and CFC refrigerants. According to New Jersey's Clean Energy Program:

- Proper recycling of the foam insulation and refrigerant in the cooling circuit can prevent the release of the equivalent of as much as five tons of CO₂ into the atmosphere for one year.
- The energy savings from recycling 20,000 refrigerators equals the amount of power used in approximately 1,400 homes for one year.
- Recycling 20,000 refrigerators will result in 60,000 lbs. of aluminum that could yield nearly 1.7 million aluminum cans.
- The avoidance of CO₂ emissions as a result of recycling 20,000 refrigerators is equal to removing 40,000 cars from the road for a year.
- Recycling 20,000 refrigerators will avoid 200,000 lbs. of foam insulation from ending up in landfills. This would be a pile more than a story high covering an entire football field.

If you live in New Jersey, you may qualify for a \$30 incentive for doing it! Check out <http://www.njcleanenergy.com/residential/programs/refrigerator-freezer-recycling-program>.

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