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SPRING 2012

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# Ask the experts

Today's fluctuating market causes as much confusion as the instructions for assembling an Ikea table, but with a vastly different and costlier result.

Buyers fight through the ever-changing news of when the time is right to buy and when they jump into the fray, caution is on high alert.

We asked Dallas agents how they work to reassure hesitant buyers in this time and help them move forward into a new home and a new life.

With that, the agents also gave input on neighborhoods that stand out as places to find a great home — and some that folks might not know to give a look-over.

**Ray Mach**  
**Raymond Leon & Associates**

In today's marketplace, so many buyers are hesitant to purchase. In my opinion, it is not the agent's job to necessarily convince a buyer to purchase a home. A good Realtor, like myself, provides enough information to a buyer so that they *want* to purchase a home. Most will provide a few comparable sales and general information to a buyer and hope they decide to purchase. We not only provide comparable sales, but put the need of the purchaser first by matching his or her needs to the right properties in terms of lifestyle, proximity to work or social activities, or other priority factors to the buyer. It is important that a good Realtor explain the various costs of home ownership, as well as not living "house poor," meaning all of the buyer's money is tied up in the down payment. The buyer needs to have excess money budgeted in the event that repairs are needed, improvements are desired or the buyer wants to vacation and have other activities outside of the home.

One of my favorite neighborhoods to show is the Glen Meadow Estates in Northwest Dallas. I am partial to it because I have lived here for seven years. It is located near the Galleria, south of LBJ and west of the Tollway between Midway to Marsh and Forest to LBJ.

This neighborhood has a large price point that fits the budget for most buyers, currently ranging from approximately \$150,000 to \$550,000 depending where in the neighborhood the home is located and the property's condition. Many of my LGBT clients reside in this area and probably at least someone from our community is on every block. The homes in the lower range are great to remodel and make your own, or even flip to sell for a nice profit. The houses at the upper end tend to be custom built with large lots, and average more than 3,000 square feet. The location is super convenient. You can go *anywhere* in under 20 minutes from this location, whether Downtown, Oak Lawn, East Dallas, Frisco or DFW airport, yet there are so many local restaurants and shopping within mere blocks.

**Keith Yonick**  
**Prudential Texas Properties**

There are hundreds of questions that will run through a buyer's mind during the period leading up to closing, the day you actually become owner of the home. Most of the questions will be simple ones that are easily answered, but sometimes doubts creep in, making a buyer uncertain if they want to proceed with the purchase. Unless there's a true reason for concern, a buyer's state of mind



Ray Mach



Doug Wingfield



Keith Yonick

might simply be a case of buyer's remorse.

What works for me is a "wants and needs" list. I ask the buyer to list all the "must-have" so if we find a home with all of those, it is in written form and the buyer can see it on paper. This helps with a sort of concrete reassurance.

Sometimes I kindly have to say to clients, "If you can back out of the contract, is it realistic to think you will find a house that's better?"

They need to realize what was special about that house just a few days ago and has it really changed? Or have they? This realization tends to help with clarifying their intentions and wants of getting a new home.

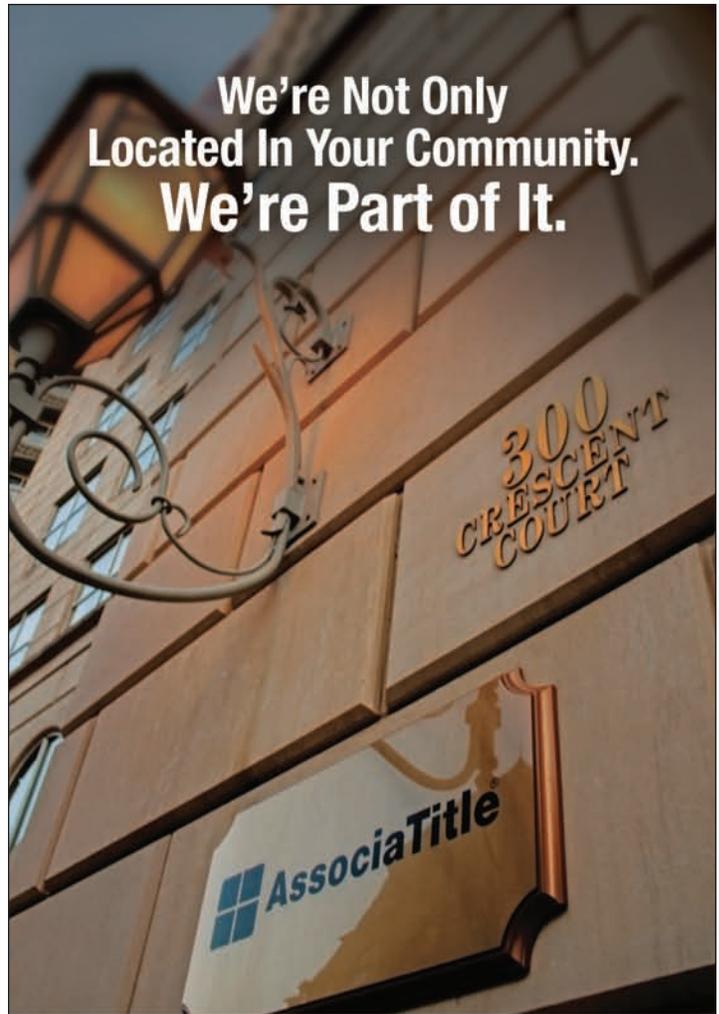
I enjoy showing buyers the Casa View area located near White Rock Lake in the northeastern portion of Dallas. The area has been nearly synonymous with the adjoining Casa Linda neighborhood. The price points are affordable and the homes have rich character. Some of my favorite streets include Providence, Green Meadow, Mandalay, Plummer and Swan. The names alone are great and evocative.

When I was a young lad I would go with my parents to a cafeteria in Casa View and hear Miss Inez play the piano. If you grew up in Casa View, then you know who she was. Casa View has a library, mom and pop eateries in a shopping center that has always been very gay friendly.

**Doug Wingfield**  
Resource Real Estate Services Inc.  
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I try to point out the one thing that tends to be very reassuring to reluctant or cautious buyers. It used to be about the tax advantages that went with buying a home, but at this point in time, interest rates are so low. I remind them of that and how their monthly payment will be lower than any rent fees anywhere else.

I enjoy showing the Buckner Terrace and Claremont neighborhoods in East Dallas. They are located near I-30 and Jim Miller Road. The housing value in that area is just amazing. What you can get for your money there is unbelievable.



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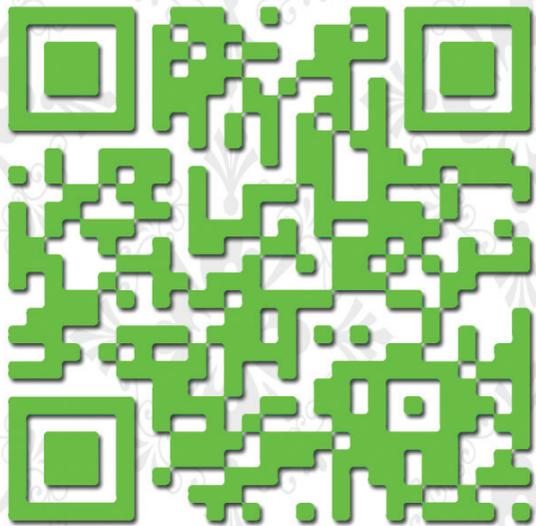
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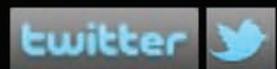
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# How Swede it is

Gay agent Fredrik Eklund is a shark above the rest in Bravo's new 'Million Dollar Listing: New York'

By Rich Lopez

Turning its eye to the high-rise luxury space of the Big Apple, the Bravo network premieres its latest entry into reality programming with *Million Dollar Listing: New York*. Three hungry young agents navigate through myriad clients looking to unload jaw-dropping apartments with three floors, major closet space and automatic toilets, and buyers willing to throw down millions for them.

But Fredrik Eklund might just be the show's breakout star with his good looks, major ambition and a slightly checkered past he has no shame about. Really, he's a softie at heart with fond nostalgia for the TV show *Dallas*.

"I was so obsessed with that show when I was growing up in Sweden," he laughs (and hums the theme music). "But I've never worn a cowboy hat. Do they wear those in Dallas?"

He talks with a sincere and almost childlike interest, but he's anything but when it comes to competing in the intense market of New York City. In *MDL: NY*, he's one of three young bucks with one thing on their minds: closing the deal. And Eklund is quick to boast his billion dollars in sales to impress potential clients and make his mark.

"You just have to work harder at [real estate]. Even after eight years of doing this, I am still obsessive about it. I eat and breathe it," he says.

We see his handiwork when he slyly negotiates offers to his clients' advantage and will even take a cut in his commission to get it done. But with commissions running in to the tens of thousands of dollars, he's hardly missing out. While the money is nice, Eklund says this isn't what drives him to be the best.

"This fits my brain really well and there's always something new," he says. "The number one thing I want to put my mark on is new developments



With European charm and no-holds-barred ambition, Eklund swoops in on competitors' clients and cleverly negotiates the right price for his own in the cutthroat market of New York City.

here in New York. Any agent can put up a website and wait for the phone to ring, but with new buildings, I can create a brand for that. That is something I'm very proud of for the future."

On paper, Eklund has had a privileged life. A successful father provided a blueprint for the success he wanted and ultimately achieved. He studied economics in Stockholm, owned an Internet company by the age of 23, he managed a cadre of music producers to churn out Billboard charting songs in Singapore and Latin America. Now, at 34, he's the youngest managing director for Prudential Douglas Elliman, the largest real estate company on the East Coast. Even with his golden career in his hands, the decision to add the show into a busy life was only a positive one — as well as advantageous.

"I knew it was going to be a lot of fun and I have some vanity, but to go so deep into your own life, it does become comical," he laughs. "But the more serious answer is the international outreach is so important. Everyone wants to own something in New York and so the power of TV is unparalleled. For me, this is an opportunity to showcase my business."

A priceless moment in the pilot comes out of nowhere when cast mate Ryan Serhant outs Eklund's work in gay porn to a client over lunch. Without batting an eye, Eklund owns it and swoops in on Serhant's guest to deliver his card. Eklund is an open book without faulting any past decisions or experiences.

"I've always been open about it, but it has never affected my business," he says. "When people hear me talk about it, I hope they can see in my eyes that it's nothing. It was a short period of my life, but it's helped make me who I am and I'm proud of who I am."

Fortunately for local Realtors, he doesn't have his sights set on conquering Dallas anytime soon, but if he did ...

"I would do what I did in New York and walk around open houses, scan all the top brokers," he says. "I used to pretend to be a buyer to note who the big brokers are. Every top broker has something that makes you want to really work with that person."

But his plans right now only include taking over New York, celebrating his engagement to his partner he met during the season and making time to enjoy his whole new life in front of the camera.

"The world's very big and our lives are pretty short. Before we know it, it's over," he says. "I want to do so many things and even though I'm calmer about things, I still have that urge."

Million Dollar Listing: New York premieres March 7 on Bravo. For more information, visit [BravoTV.com](http://BravoTV.com).



The new kids on the Bravo block include, left to right, Ryan Serhant, Michael Lorber and Eklund.



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# Southern living

How moving to the boonies became one big, surprising adventure

By Gregory Sullivan Isaacs

When my partner John and I started to hunt for a different residence, we knew three things: This would likely be our last move; we wanted some land *and* some water; and because I review classical music for Theaterjones.com (a Dallas Voice media partner), we had to be relatively close to the Arts District. Being on the west side of town would be a plus for the occasional trips to Fort Worth events. This we knew for sure.

We started online. Realtor.com let us put in all our criteria and then sent us properties, on a daily basis, that fit our requirements: The top price we would pay for more than two acres with three bedrooms, two baths and water. We looked at quite a variety. One was a farm with donkeys and a pen for them that hadn't been cleaned out for decades. Another was a small house with multiple additions in such a hallway-less manner that we would have to walk through one room to get to another. One placed the house just a few feet off a busy road with the acreage behind it. But in the end, nothing suited us.



Gregory Sullivan Isaacs

When we first drove up to the house in DeSoto, we knew that was what we wanted. The house is situated in the middle of just less than three acres. The front yard is a field, which we are planting with wildflowers. The spring that feeds into 10 Mile Creek meanders across the back of the property, which is wooded with 92-year-old trees. Since the property slopes to the creek, the house is situated in treetops and the view out of the wall of windows is amazing. We paid less than half of what our Lake Highlands house sold for and taxes are much lower as well.

The thing is, we didn't really check out the surrounding area before we made the offer, but it felt kinda country with such huge lots. We did meet our neighbors, a Syrian couple with grown children, who were very accepting of a gay couple moving next door. That was enough for us.

We later discovered that we were not exactly moving to the boonies. We can practically walk to Costco and any chain store you can name is within two miles in any direction. Cedar Hill, which is literally next door, has a stunning new outdoor shopping mall. DeSoto hosts a summer jazz festival and Duncanville is home to a well-known theater company. Everything from fine restaurants to all the flavors of fast food are within a four-mile radius.

For work, we found that we are just 17 minutes from the Meyerson Symphony Hall. Somehow it took longer to get there when we lived in Lake

 SOUTHERN page 14



The wooded backyard of the house overlooks a natural spring, which fit the criteria for the author, pictured top, and his partner. Plus, the proximity to the Arts District is convenient for his work as an arts critic.



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# Human Touch

Even with easy online research, an agent is still a buyer's best friend

By Rich Lopez

Buying a home can almost be handled with the click of a button in this day of apps, social networks and the plain old Internet. But can you avoid the information overload that comes with an abundance of promising options via Trulia, Zillow, Facebook or Craigslist? Then let an agent step in to keep you on track of what you're looking for.

As director of business development for AssociaTitle, Mark J. Sadlek has seen it happen. His firm works with clients to focus their decisions during the buying or selling of a home. He likens research on websites and apps to online dating where a profile may sound perfect, but in person, isn't quite what it appeared to be.

"So too can a home purchase go wrong just based on two-dimensional information," he says. "In today's digital age of information, a qualified Realtor is more important than ever for the successful purchase or sale of a home."

Sadlek offers three points that people should keep in mind while finding their new home online and when to team up with a professional for a smooth operation.

### Go deeper

"A qualified and professional Realtor will bring a deeper, more comprehensive level of knowledge to the client, allowing them to make the best decision possible in their purchase of a new home," he says. "Unlike a web-based search, the Realtor has the potential to bring all sorts of information to the client that they wouldn't receive otherwise. A Realtor can provide those small nuances of a home that you couldn't see online that could drastically affect a decision."

"I liken it to going to the symphony. A good agent will bring all the information to the decision-making process, like a good conductor brings all the musical elements to create an ideal symphony."

### Time saver

"A Realtor will know the client's profile, with particular interest in the style of home, neighborhood criteria and school district, if need be. Although pure statistics of a home can be found online, the character, flow and uniqueness of a house is something only a personal

walk-through can offer. An agent is intimately aware of the existing inventory and the client's needs," says Sadlek.

Plus, an agent will be aware of "hip-pocket" homes that are available, but not officially on the market, thereby expanding the inventory options for any given client.

### Forget price tags

"Realtors will know specific pricing parameters for a given neighborhood and home,



Several resources can help potential homebuyers, but real estate professional Mark Sadlek advises how agents can protect buyers from data overload.

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thereby superseding any broader and more generic pricing guidelines offered online. Pricing analysis of the home is based on a variety of characteristics, including size, room types, construction quality, amenities and the overall neighborhood. An agent can perform an analysis giving him or her (and the buyer) a strong advantage in negotiating the best price for their purchase or sale," he says.

There is something to be said for tech-savvy buyers who can arm themselves with a certain amount of information. This can help to even narrow down home buying to particulars which Sadlek says can be of help to a Realtor. But when it comes to the details, trust the experts.

"The web is a good starting ground, but an agent will help make the process run effectively and can stretch the boundaries of a buyer's interests without straying too far from them," Sadlek adds. "Besides, building a relationship with a Realtor will humanize the experience and make it more enjoyable in your selection."

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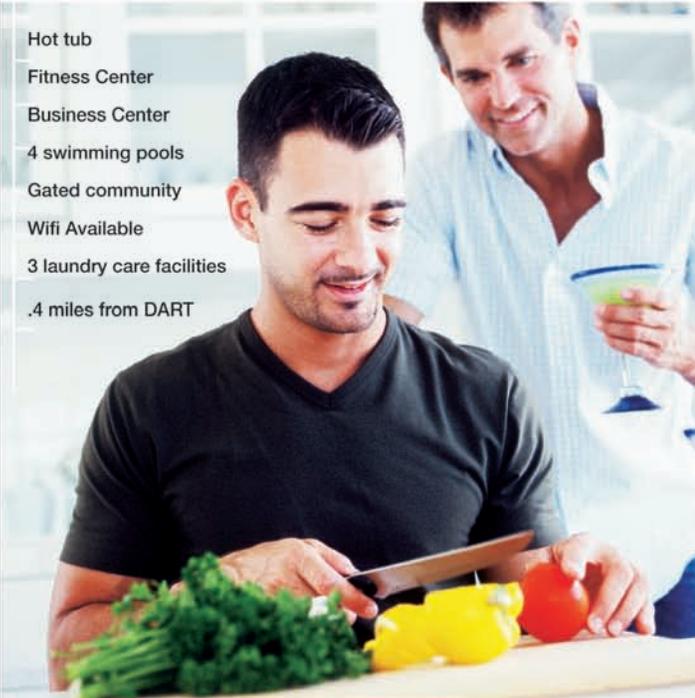
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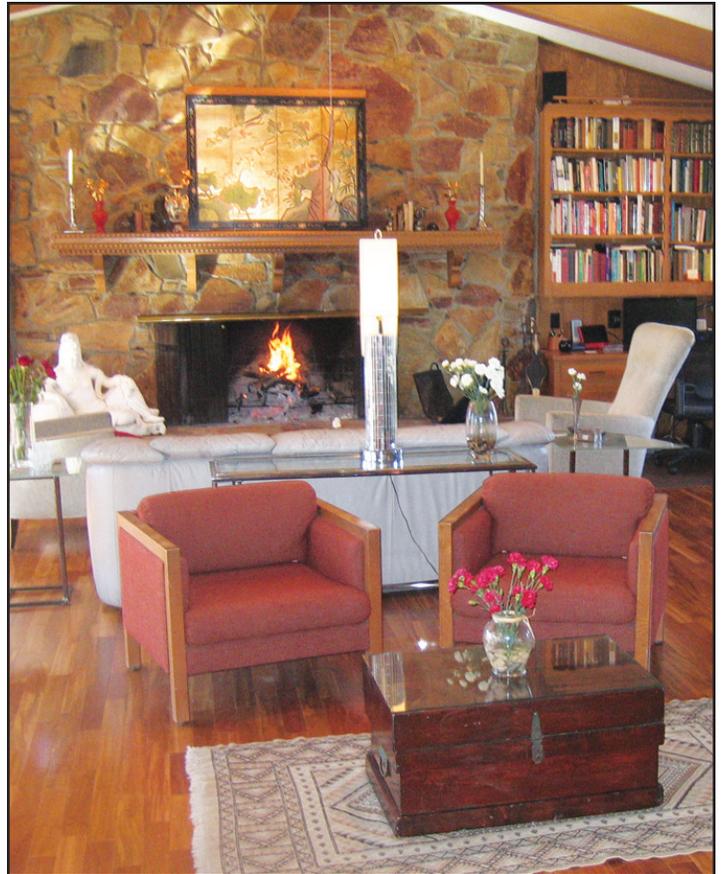
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Earthy interiors complement the woody surroundings just outside.  
(Photos courtesy Gregory Sullivan Isaacs)

### SOUTHERN from page 10

Highlands. Being only 40 minutes from Fort Worth's Bass Hall and five minutes from Oak Cliff were major pluses.

In an unassuming suburb like DeSoto, our acceptance as the gay couple on the block has been natural and uneventful. The usual response has been "how long have you been together?" and our answer of "30 years" impresses every time. Sometimes the response is simply, "Oh."

Still, the perception among our friends is that we have moved very far away. Our closest friend, coming down to visit for the first time said, "I guess I should plan on spending the night."

"Dude," I said, "you are welcome to do so but it is only a 30 minutes drive to your house."

DeSoto, Cedar Hill and Duncanville have turned out to be three lovely towns just southwest of Dallas. Where we are, we are still in Dallas County. Nearby Joe Pool Lake provides a nice touch the way White Rock Lake does for East Dallas, and the new Audubon Center is a marvel.

There are houses in all price ranges and situations. Just a few blocks from us, and on the same street, is a series of multi-million dollar mansions with modest ranch-style homes directly across the street from them.

We moved here because we fell in love with the house and the piece of property, but discovering the advantages of the area has been the real adventure for our lives here.

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For more, turn to the Classy+Defining Homes section of this week's Dallas Voice.

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