



Answers

- 1) Need to get buyers to pay attention? **Drama pricing** may do the trick. It's putting a house on the market that's priced below its estimated value.
- 2) With features like large lawns, basement laundries and second-floor bedrooms, **Peter Pan housing** refers to suburban houses that have been built for people who, like Peter Pan, think they'll never grow old.
- 3) Like the real thing, an **Alligator** is an investment property that requires a constant diet — of cash — or it'll eat you.
- 4) **"Simmering"** refers to someone changing information on previous sales in the same area to support the price of an overvalued property.
- 5) **U-FROG:** Unfinished Room Over Garage.
- 6) **Arizona Room.** Like a Florida Room, only in Arizona.
- 7) **House fluffing** is just what it sounds like — staging to improve a home's appearance.
- 8) **Condotels** are upscale full-service hotels or resorts that offer actual condominium units where, like hotel guests, owners have access to a variety of facilities, amenities and services.
- 9) **Floater:** a house that's been moved from Point A to Point B — across the water.
- 10) **Neomediterranean** — a new hybrid design style that features Mediterranean and Mexican elements.

Credits: Erin McKean, Lexicographer for the Oxford English Dictionary. Read her blog at www.dictionaryevangelist.com. Learn more about slang at The Double-Tongued Dictionary, www.doubletongued.org.

Pet Niche is Certainly Nothing to Bark At

BY KIM SHINDLE

Four-legged friends may not be the final decision makers but owners wouldn't dream of renting or buying a home where their pets aren't welcome.

With that in mind, Rhona Sutter launched the Pet Realty Network earlier this year.

"If you're looking for a home, whether you're upsizing, downsizing or renting temporarily, you want to deal with someone who doesn't think you're totally goofy because 'Fido' needs a nice garden," Sutter says. "For so many people, their pets are part of the family and they take their pets into consideration when they move."

Before launching her web site, www.petrealtynetwork.com, Sutter researched this niche market and learned that 71 million homes in the United States have at least one pet and 10.7 million of those move with their pets annually. "That's quite a large niche," the 14-year real estate veteran adds. "People were laughing at us when we started

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until they saw the numbers and realized how many people are in this market. We're crazy about our pets. We thought it would be fun for pet lovers to deal with real estate professionals who are also pet lovers."

Based in Naples, Florida, Sutter sees a number of clients from Europe who travel with their pets. "They want to find temporary housing that welcomes their pets. It's like a client asking where the best golf courses are. I can't help with that but I do know which beach villas will accept dogs."

Pet-lover and REALTOR® Angela Ciliento says she came across the site one night while surfing the web. Rescuing pets and finding homes for them has long been a passion for the Long and Foster agent from Doylestown. "When I came across this site, I knew it was



ANGELA CILIENTO OF DOYLESTOWN

right up my alley," she recalls. "I live with four dogs and that's more or less my lifestyle."

While she hasn't received any phone calls from people who have visited the site, she believes it's a valuable tool for listings. "It's one more place I can offer exposure for my listings. I always mention it during my listing presentation and people are happy to have one more market to list their houses.

"It's an up-and-coming web site and it's really growing in popularity in other states," she adds. "I think once the word gets out, people with pets will begin to use it more as a resource. It's a unique hybrid with my real estate career. They say the best way to grow your business is to connect with people in your sphere of influence. This web site definitely

helps me do that."

Candice Williams of RE/MAX 100 Real Estate, Bethlehem, joined Pet Realty Network about two months ago. She read about the web site, visited the site and thought it was a great idea. "I have clients who have difficulty finding rentals that will allow them to have their pets. They wouldn't dream of giving up their pets.

"I live in a house full of animals," she adds. With two dogs and two cats, Williams understands how many clients with pets feel about finding someplace that will accept animals.

"Most pet owners are responsible and are sensitive to the owners' concerns. They are willing to pay extra to have money in a fund in the event of damage," Williams says.

The Pet Realty Network also has other pet-friendly resources on the web site to appeal to all pet owners.

Sutter's Labrador Pimms is featured on the web site and has become a publicity hound. He has his own page on the web site called "Monday at the Water Bowl."

The site charges a \$50 annual membership fee and REALTORS® can have unlimited listings. A portion of the membership fee is donated to the Humane Society. Clients using the web site contact REALTORS® directly, not Pet Realty Network. ▼

www.petrealtynetwork.com

