



# Encino Woods News

Jodie Francisco  
Your "Eye" On Real Estate  
Prudential California  
Realty/John Aaroe  
Division  
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## *Propositions 60/90*

If you are over 55, you may be entitled to transfer your Base-Year Real Estate Taxes to a replacement residence. The propositions were enacted to encourage people age 55 or older to "move down" to a smaller residence. When a senior citizen acquires a replacement property worth less than the original property, her/she will continue to pay approximately the same amount of annual property tax as before.

This is a great benefit to seniors age 55 and older, who may have been considering moving, but thought that the market was too expensive for them. Now, in addition to taking your tax free profit of \$250,000 or \$500,000 if married\*, you can also take your tax basis with you. Please visit:  
<http://www.lacountyassessor.com/extranet/guides/prop6090.asp>  
for more information regarding propositions 60/90.

## *Hot Properties*

<b>4954 Edgerton</b>	<b>4 + 2.5</b>	<b>\$699,000</b>
<b>16426 Moorpark</b>	<b>3 + 1.75</b>	<b>\$589,000 Pending</b>
<b>16149 Huston</b>	<b>4 + 3</b>	<b>\$689,000 Pending</b>
<b>5040 Noeline</b>	<b>3 + 2.5</b>	<b>\$735,000 Sold</b>

### Top 10

#### Reasons to Sell

- The Market is HOT!!!
- Tax Advantage, up to \$500,000 profit tax free\*
- Low Interest Rates
- Buy Another Home
- Scale Down
- Relocate to New Area
- Sellers Market!!!
- Move Up
- Better Schools
- Retire

\*check with your tax professional

If your home is currently listed this is not intended as a solicitation. Information from CrisNet MLS and does not necessarily represent sales of Prudential John Aaroe or Jodie Francisco

## Inside Story Headline



*Caption describing picture or graphic.*

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

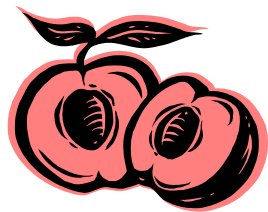
If the newsletter is distributed internally, you

might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

**“To catch the reader's attention, place an interesting sentence or quote from the story here.”**

## Inside Story Headline



*Caption describing picture or graphic.*

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip

art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

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4933 Noeline Ave  
Encino, Ca. 91436  
Phone: 818-990-3936  
Fax: 818-990-8790  
Email: Jodeye18@aol.com

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WE'RE ON THE WEB!  
EXAMPLE.MICROSOFT.COM

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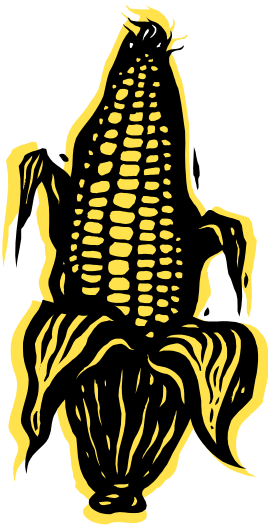
*This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.*

*It would also be useful to include a contact name for readers who want more information about the organization.*



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## *Back Page Story Headline*



*Caption describing picture or graphic.*

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other

forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.