

# REGALE

no.7

2019



A PUBLICATION OF



**HOAG**  
REAL ESTATE

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## HOAG REAL ESTATE Significant Steps

<p>Peggy Hoag enters real estate with Stan Wiley and focuses on relocating buyers.</p>	<p> Domain peggyhoag.com is purchased.</p>	<p>The Peggy Hoag Group adopts technologies to become a paperless office.</p>	<p> The Peggy Hoag Group publishes its first magazine.</p>	<p>Warren Buffett purchases Prudential NW Properties to form Berkshire Hathaway.</p>	<p><b>HOAG REAL ESTATE</b> clears \$1.3 billion in sold real estate over 28 years.</p>
<b>1991</b>	<b>1995</b>	<b>2003</b>	<b>2007</b>	<b>2012</b>	<b>2019</b>
<b>1994</b>	<b>1997</b>	<b>2006</b>	<b>2011</b>	<b>2017</b>	
<p>Peggy Hoag earns "Top Real Estate Broker" out of 550 Stan Wiley brokers.</p>	<p>Stan Wiley merges with Lutz Snyder to form Prudential NW Properties.</p>	<p>Peggy Hoag moves into top 0.5% of US brokers.</p>	<p>The Peggy Hoag Group extends services to the Columbia River Gorge.</p>	<p>Peggy Hoag founds <b>HOAG REAL ESTATE</b> headquartered in downtown Portland.</p>	

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and illustrations, but does not accept any responsibility for them.

All property photos in this issue are of properties listed by **HOAG REAL ESTATE** brokers between 2014 and 2019.

*\*If your home is currently listed, this publication is not a solicitation of your property and is intended for informational purposes only.*

## from the editor

Since our prior estate sale partners returned to England, I had been looking for another company I could refer to my clients. A few months ago, I became acquainted with Gary and his partner John at one of our wine, music, and food events. We found that we share a key commonality: we are both the best at what we do. Gary shares his philosophy and approach to running an estate sale on page 8.

Recently, Alicia Dahlen worked closely with clients searching for a new home with an outdoor kitchen where they could spend time with friends and family. Alicia shares her thoughts in "Celebrating Your Home" (p.12) in response to the importance of this type of welcoming space. And yes (spoiler alert!), her clients did find their dream outdoor kitchen.

Dave McGowan's article "Is This Permitted?" (p.16) is inspired by a recent transaction complicated by beautiful, but unpermitted, remodel work in his clients' basement.

Nannette Troutman motivates with her enthusiasm for "Abby's Closet" (p. 18), an article that comes from our desire to give back. Nannette's passion to help teen girls originates in her personal teen experience.

I am excited to introduce our website's new specialty car enthusiast page (p. 5). Now car people can shop specifically for all properties in Oregon and southern Washington that will accommodate their cars.

We had so much fun coming up with the content for this issue. We hope you will find the information valuable as well as entertaining.

Enjoy!

Peggy Hoag



# HARVEST & MUSIC FESTIVAL

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For photos of this year's Harvest & Music Festivals, visit our Facebook page. To RSVP for our upcoming Harvest & Music Festival on the Columbia River on September 12, 2020, visit [PeggyHoag.com/events](http://PeggyHoag.com/events) or call/text 971.303.1426!



## SHIFT INTO STYLE SUMMER FASHION SHOW

PRESENTED BY



This European-style event was hosted at a landmark estate for sale on 13.58 acres at 2645 SW Schaeffer Road in West Linn, Oregon. Experience the glamour at <http://bit.ly/SHIFTHRE>. Sign up for invitations to our VIP events at [PeggyHoag.com/events](http://PeggyHoag.com/events)!



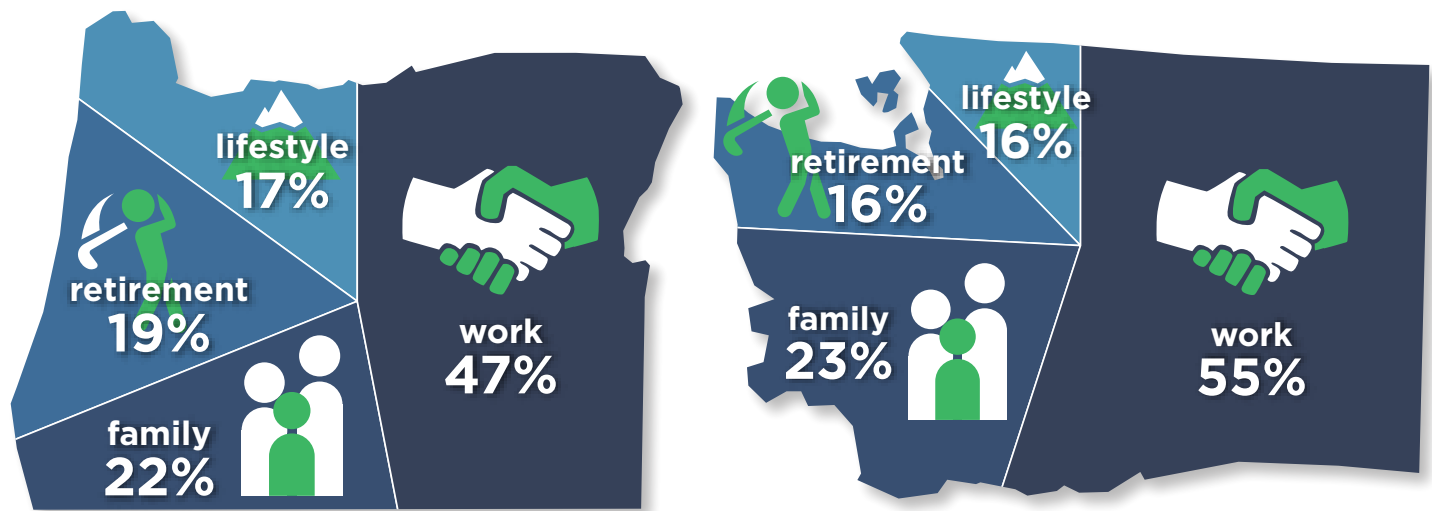
# RELOCATION TRENDS—2018



...and so do  
relocating  
buyers!

Combined data  
from United and  
Atlas Van Lines  
report Oregon as  
3rd highest and  
Washington as  
7th highest for  
inbound move  
rates nationwide.

## Primary Reasons for Relocation



Due to overlap, total percentages exceed 100%.  
sources: Atlas Van Lines: 2018 Migration Patterns [www.atlasvanlines.com/migration-pattern](http://www.atlasvanlines.com/migration-pattern)  
United Van Lines: 2018 National Movers Study [www.unitedvanlines.com/contact-united/news/movers-study-2018](http://www.unitedvanlines.com/contact-united/news/movers-study-2018)



# REVVING UP

Shop Every Car Enthusiast Property in the Region

WORDS PEGGY HOAG

Ever since I was a young girl, I have loved cars. My dad helped me restore a red Datsun 510 with pretty, little mag wheels. That car was the pride of my sixteenth year.

Now I attract clients with great cars and car collections. My first car enthusiast client restored a 1971 GTO Judge and more recent clients have garages of fifteen or more restored and custom-built cars.

This theme inspired our new auto enthusiast webpage. We bring together all regional properties for sale with garage capacity for at least 6 cars. And, since the page pulls data straight from the Realtor Multiple Listing Service, you know you are getting up-to-the-minute information on every property in Oregon and southern Washington that will accommodate your cars. Take a look! 📍

[www.peggyhoag.com/car-properties](http://www.peggyhoag.com/car-properties)

Read OregonLive's coverage of our auto enthusiast page by visiting <http://bit.ly/ORLiveCars>.





# PREEMINENT PROPERTIES

*Brianna Lindley interviews Peggy Hoag about outstanding properties from her three decades in real estate.*

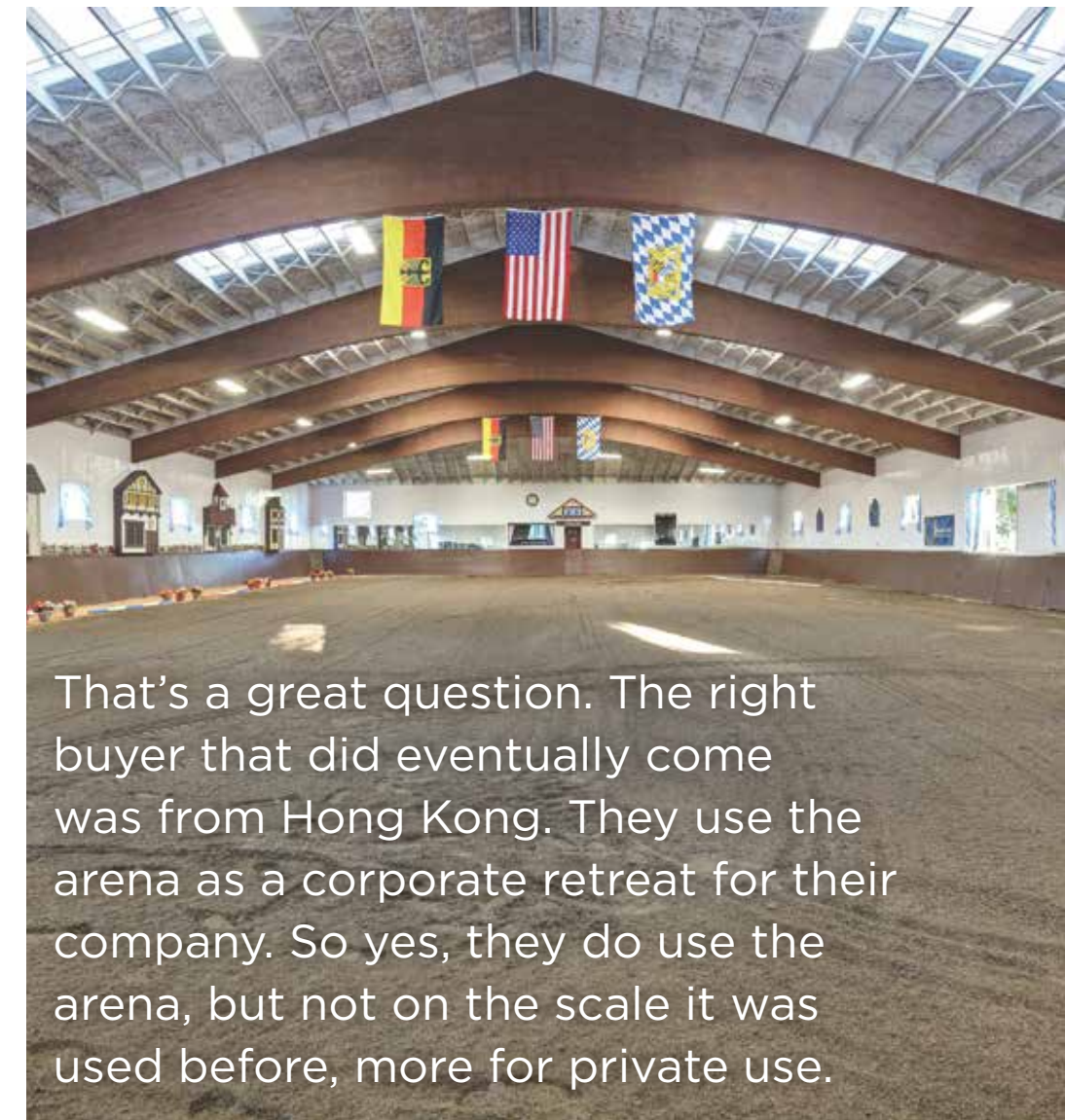
Peggy, you've been in real estate for over 28 years dealing with high end clients and so many different, interesting, unique and luxury properties. Let's talk about the properties you will never forget and why.

**To start, which property has had the most interesting backstory?**

It has to be Quailhurst. The arena was big enough that they used it to exercise the Budweiser Clydesdale team.

**Did the arena come into play when the right buyer viewed it?**

Left: The season four finale of *Grimm* was filmed at this unique property. Below: Peggy sold this resort-like residential property with its private green.



That's a great question. The right buyer that did eventually come was from Hong Kong. They use the arena as a corporate retreat for their company. So yes, they do use the arena, but not on the scale it was used before, more for private use.

**Which properties have you seen that made you feel like you weren't in a personal home, but that you were at a resort?**

I sold a home a few years back to people who were relocating from the east coast. The new homeowners put hundreds of thousands of dollars into an outdoor space: They added a pool and a connected hot tub. They added an outdoor kitchen. They added a fireplace and propane firepots all around the pool. And they added an outdoor built-in projector for movies and heaters so you could be outdoors year round. It was amazing.

*Continued on page 22.*





# THE UNDERTAKER OF THINGS

WORDS & PHOTOS **VIVIAN KNEZEVICH**

Gary Newton is not a treasure hunter; he likes to think of himself as an undertaker of things.

Gary runs Peerless Estate Sales, a professional moving sales and estate liquidation service, “because the hearse doesn’t have a luggage rack.” Each year the full service company evaluates, prices, merchandises, promotes, and staffs 60 to 70 estate sales, hosts over 50,000 attendees, and sells over 100,000 items.

On this warm July day, I meet Gary in the St. Johns neighborhood of Portland, Oregon, for his first look at his latest sale. The mid-century home sits at the end of a quiet cul-de-sac giving no external indication of the many collections it contains.

As we enter and begin navigating antiques, musical instruments, and household goods, Gary comes upon what looks like a giant yellow egg about 3 feet tall. In seconds, Gary decides the vintage barbecue may have sold for \$150 in good condition, but in disrepair it is likely worthless.

“When I touch things, I know how much they’re worth. I know if they’re garbage or not. I don’t have to think

about it, because I don’t have the emotional connection.”

Gary says that his business has been compared to archeology and the A&E Reality show “Storage Wars,” but the reality is far less dramatic. “We’re just doing our job, the treasure hunt concept isn’t accurate. It’s a projection of customers who don’t do this every day. It’s a business and the business is getting your house empty by closing.”

A house of items to liquidate is a liability for the owner no matter which of Gary’s Four D’s (Death, Downsize, Divorce, or Dysfunction) prompts the sale. He helps the real estate broker, seller, or estate executor alleviate one of the more stressful aspects of these complex life events. After the sale, the property will have gone from a potentially dangerous and cluttered space to “move-in ready” condition.

While estate sales are not the dramatic capers some imagine them, these complex operations do require a high level of skill and experience.

As we tour the home, Gary lets me in on four trade secrets: programming, merchandising, marketing, and safety.

Gary intentionally “programs the house,” by planning the flow of traffic from collection to collection to give customers a natural path to

discover the goods. He points out a large eagle sculpture bolted to the wall that looks like it might weigh 50 pounds. A customer isn’t going to be able to take it down, and if they have to go find someone to help them buy it, they probably won’t. Gary addresses this issue by affixing removeable sale tags to all the larger pieces. To claim the item, a customer removes the tag and takes it to the register.

In the backyard, Gary points out a small figurine lying in a pile of other sculptures, “That will sell for double if we take it inside.” I ask Gary how he knows which pieces belong at the front and he replies, “Experience. It’s not carbon dating. There’s not really a process.”

Item accessibility and visibility is only half the battle. Gary makes the event as much like a retail experience as possible, because that’s how customers shop.

Properly organizing merchandise requires a keen eye for what is

valuable. High value items bring value to each other, so Gary’s first step is combing through the clutter to find the most valuable, appealing pieces. He then presents them together usually in one of the front rooms of the home. With over a decade of experience, Gary has an instinctual feel for the value and

age of an item. I point to an antique gunpowder flask. “How old do we think that is?” I ask.

“There is no age to it,” Gary replies. “It’s all polished and shiny. That’s machine made. If this was old, you would be able to tell that it was handcrafted. Back then they didn’t have to worry about mass production. All they had to do was craft one really good piece.”

“Everything tells you what it is, you just have to stop and find out.” We’re back in the main bedroom and I’ve picked up a steel knife with a colorful handle. “Let’s stop and find out.” Gary examines the inscription: “Frost Cutlery, Surgical Steel.” The knife is listed for \$33 on eBay. He prices this one at \$29, “I don’t care what they are listed for. I care what people are actually paying for them.”

“Merchandising is about making something out of nothing. We like to see the cabinets full; we like to see a good pantry! People buy

spices, people buy measuring cups, cleaning supplies.” Gary estimates that, under his direction in the last year, proper merchandising resulted in thousands of dollars in sales from items that would usually be thrown away. When people give Gary grief about his merchandising methods, he brings up tee shirts.

His team shrink wraps them in sets of three and add an attractive shirt size label. “That’s how men buy tee shirts: in a package of three.”

As we examine a shelf of toys, Gary dispels another common myth, “There is no logic between price and merchandising.” Gary spends the same amount of time merchandising this \$5 bag of toys he will price a \$5000 piano. To Gary, any sold item, regardless of price, makes a customer happy, will not be thrown away, and is money in the seller’s pocket.

As he sorts through the house, Gary seems like the undertaker of the paraphernalia of this man’s life as he prepares the “body” of accumulated items for presentation. Gary says he doesn’t think about this; he focuses on helping his clients get through this difficult time and leaves the counselling to clergy and social workers.

When I ask how much he thinks the sale will net, Gary quickly responds,



The woman’s obsessive compulsive disorder had caused her to intentionally break every piece of her collection.

Below: Gary Newton surrounded by musical instruments. Bottom: Boots merchandised for the upcoming sale.



“We never guess. I don’t have a crystal ball; even one large piece could double the take from a sale.”

Before Gary adopted this policy, he once quoted a price based on his first view of a home. Only when he returned to setup the sale did he notice that the woman’s obsessive compulsive disorder had caused her to intentionally break every piece of her collection and glue them back together. Virtually everything had to be thrown out.

Beyond the uncertainty, Gary explains that money cannot be the motivating factor behind a sale. The goal is to empty the house and that must be the only expectation. People who have spent tens of thousands of dollars on furniture expect to net that amount from the sale of those items. According to Gary, most large pieces such as dining tables will not sell at all.

“People don’t spend thousands of dollars on used furniture at an estate sale.” If a piece has enough value to justify it, occasionally Gary will take it back to his space and list it online.

Gary says Peerless doesn’t need to put a lot of effort into marketing their sales outside of existing channels. They post sales to their Facebook page, their website, and estate-sales.net and put up neighborhood signs. The customers who show up tend to be regulars. Because of how well designed his sales are, Gary has hundreds of customers that follow him from sale to sale.

At a weekend sale, Peerless hosts about 1500 attendees that make roughly 400 total purchases. This high traffic volume makes safety imperative to a successful sale. While Gary’s fee includes insurance, he does not want to tie up a house with an insurance claim because someone fell down the stairs or tripped on merchandise. Before a sale, Gary’s team lines the home’s floors with paper secured with gaffers’ tape and clearly marks and tapes off any stairs. Dangerous merchandise is moved to the front room for monitoring.

Without an emotional connection to the items, Gary can focus on getting the pieces sold and the house empty.



Left: The home’s extensive collections span many eras. Below: Adirondack ski chair in need of cleaning before the sale.



For added safety and better presentation, Gary’s team also significantly cleans the merchandise. Back outside, Gary finds outdoor chairs made of Adirondack skis. “For someone to be willing to sit down and think about buying this piece, it needs to be clean or else [it will be invisible].”

As we end the tour, I find a wooden cane encrusted with dozens of metal emblems from cities across Western Europe. It seems that the owner of the house had spent decades hiking through Europe

collecting these medals. As will soon happen to its fellow items, the walking stick is now cleaned, priced, and displayed for sale.

In a few days, many of the material possessions collected over this man’s lifetime of experiences will be sold. And while Gary views his business from a professional perspective, to me that’s not the whole story. With his thoughtful services, Gary is also giving this man’s memory one last tribute: a respectful end to a life of creativity, passion, and adventure. 🍷



We’ll leave it empty. You just leave it.

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**Do you  
remember  
buying  
your first  
home?**

always looking for house hacks to maximize and enhance your home. Here are a few of the latest in-demand additions that will help you live your best life while adding value to your home.

**Outdoor  
Kitchens**

On home tours, outdoor kitchens have jumped in popularity and

list—you wouldn't want to burn down your most valuable asset! And let's not forget outdoor pizza ovens. Even with the many delicious pizza options we have in Portland, it's hard to beat the perfection of a wood-fired, handmade pie. Fruitwoods such as apple, almond, cherry, pecan, pear, and hickory are among the most popular for your pizza aficionado.

**ELEBRATING YOUR HOME**

WORDS ALICIA MOON DAHLEN

Outdoor kitchen and dining areas provide dedicated space for entertaining and relaxing in comfort.

First, comes the excitement of making the offer and—Gasp! Offer accepted! Then you experience the anxiety of the inspection period. How will everything turn out? Finally, you have the joy of signing the closing documents and the celebration of closing day. What a whirlwind those weeks are! As you move and settle in, your new house becomes your home and celebrating turns into contented routine. You are home.

As we all know, routines can get boring! Many property owners are looking to breathe new life into their spaces. If you are anything like me, you are

are now high on the list of what attracts buyers. If food and family are your focus, you can find great outdoor kitchen systems as close as your local home improvement store. Most of these sets include a propane grill, a sink for washing up, a space for a Kamado, and a fridge for drinks. Great extras are side burners for sauces, trash compactors, extra storage, warming pans, and dishwashers.

If you live in the Northwest, having a covered outdoor arrangement is essential for year-round enjoyment. Proper ventilation and a vented hood should be high on your priority

If entertainment is your focus, a bar may be the main attraction for your outdoor area. Add a Kegerator, wine cooler, mixing station, and voilà! instant party. A gas or wood firepit for gathering is always a crowd pleaser and a great way to relax and enjoy your company.

**Indoor &  
Outdoor  
Theatres**

Theatre rooms have become the new norm. In almost all the homes I have shown recently, home theatres have been quintessential



to pride in ownership. A buyer recently told me, “I didn’t even know I needed a home theatre room until I started house hunting again.” Sure enough, we are pending on a home with a great home theatre.

Gone are the days of curling up on the living room couch with your loved ones to watch a Redbox rental. Now it’s all about projection screens, blackout rooms, and stadium seating. Standard features include a mounted projector, home theatre receiver, Roku or FireStick, and an HDMI set up. A universal remote for all your components is also handy. YouTube tutorials can give you the information and resources you’ll need for setting up your new space. Or consult your local electronics store for professionals onhand to help you design and install your system. For those of us on a budget, skip the projection screen altogether and paint the wall you plan to project on. Behr makes a paint called “Silver Screen” that is perfect for your new theatre set up.

Don’t have a space inside for your new home theatre? No sweat. Add a portable projection screen or even a crisp white sheet and mounted projectors to your outdoor space. Our kids may not know what the drive-ins are, but we can recreate some of that magic in our own backyards. Bluetooth-enabled projectors and simple speakers can make your yard the most popular spot in the neighborhood. Just make sure you have enough lawn chairs on hand!



Below: Up the ante on sophisticated luxury in a spa-like bath by adding a fireplace or view to enjoy from your soaking tub.



# Saunas & Cold Soaks

You don’t have to be an athlete or even a weekend warrior to enjoy the benefits of sauna. In the last few years, studies have shown that saunas provide crazy health benefits. Great for cardiovascular health, anti-aging, arthritis, stress, and longevity, saunas have a long list of purported advantages. A sauna is a great addition for your home. Their compact space makes one easy to install virtually anywhere on your property. Think basement, bedroom, or yard. A sauna can fit just about anywhere.

Infrared saunas are a new favorite in the health industry. Unlike traditional steam saunas, infrared saunas don’t heat the room around you, but penetrate your body before warming the room. That way your body receives 80% of the heat, while only 20% goes to the room. Of course, many of us still love the feel of traditional steam, so new systems are hybrid, with both steam and infrared options.

Don’t stop at the sauna! Have you seen the videos of zany Icelandic and Finnish folks jumping into ice pools after a good sweat? This centuries-old technique is used all over the world for its multiple health benefits such as weight loss, muscle recovery, detoxification, and inflammation reduction.

Most portable “cold tubs” only need a dedicated 110-volt power socket and are compact enough to fit nicely next to your home sauna. These self-contained

systems are designed for easy maintenance: no filling and no draining, just constant, cold, chemical-free water. Two minutes after your sauna and you are on your way to hydrotherapy bliss.

# Wine Grottos

Want to wow your friends and have fun creating a gorgeous addition? Look no further than your basement, crawlspace, or even that storage spot under your stairs. Home wine grottos have been popping up all over the city and they are fabulous.

Taking the concept of the traditional wine cellar, homeowners are bringing their collection rooms to a whole new level. Do-it-yourself ideas are all over Pinterest and local design companies are getting in on the fun. Crafted in the “Olde World” style, wine grottos feature cave-like rooms with cathedral door entrances guarded by intricate wrought iron gates. Tile floors



and stone interiors with strategically placed lighting to showcase rare bottles are amongst the most sought-after characteristics in these spaces. Working with an expert, you can produce a gorgeous temperature-controlled room that is sure to increase the appeal of your home. Homeowners are becoming wine collectors en masse. Adding this unique flair is sure to attract the buyer who can truly appreciate your home’s custom amenities.

So, what will you do to celebrate your home? Take what you love and turn it into an endearing project. Making your home more fun for yourself and more attractive for a future buyer is a win/win for everyone. ☺

*Alicia would love to hear your thoughts and see photos of what you are doing to improve your home! Email her at [alicia@peggyhoag.com](mailto:alicia@peggyhoag.com).*



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**JOHN THOMPSON**  
DESIGNER



# IS THIS PERMITTED?

*Dave McGowan discusses the risks of unpermitted home improvements.*

Does this sound familiar? You're sipping your first cup of coffee on a sunny Saturday morning when you think, "This is the perfect weekend to build that deck or garden shed." Or maybe it's the wet bar in your basement family room you want for your next party. As you warm your mug with a refill, the shopping list starts forming in your head, and soon you're off to the nearest home improvement warehouse store or local lumberyard.

Not so fast though. What about building permits? If you are like many people, the thought doesn't even enter your mind. Even if it does, you may be under the false impression that if you do the job yourself, you don't need a permit. Wrong!

Believe it or not, every city, county, and state has strict codes covering most home improvement projects. As the largest municipalities in Oregon, Portland and Multnomah County have the largest number of and most restrictive codes; their regulations go on for hundreds of pages.

So what is regulated and what isn't? Small, low decks may not require a permit. The same goes for fences six feet tall or less and garden sheds within certain dimensions. And don't forget the wet bar: It's safe to say

**You may be under the false impression that if you do the job yourself, you don't need a permit. Wrong!**

that no matter your home's location, any plumbing or electrical work, except repair, will require permits.

If you haven't bought or sold a home in the last 10 years or so, you probably are not aware of the extensive property disclosure statement a home seller must provide to a prospective buyer. The six pages of questions cover everything from the owner's ability to legally sell to whether or not the property is being used for marijuana production. An entire section asks about remodeling, and yes, including if permits were required and obtained.

As real estate brokers, we commonly encounter homes where the current owner bought the property back when disclosure either was not required or was not as

extensive. This presents a problem.

Were permits required? Did the previous owner get a permit? In the digital age in which we live, most cities have extensive records available to ensure projects were done correctly. Unfortunately, quite often the answer to these questions is "no."

Good news though! Many municipalities have no-permit forgiveness periods, giving homeowners the opportunity to pay a fee (of course) and be issued a retroactive permit.

It is not always easy, however.

The controlling agencies don't just hand them out. Extensive information is required, including plans, photos, material lists, and so on. A building inspection is needed and, in the case of electrical and plumbing, walls may need to be opened.

Before starting your project, check online in advance for exact requirements. Your city, town, or county may not be as digitally-friendly as others, so it may take a call or visit to city hall. If all else fails, requirements for the City of Portland or Vancouver will give you a good idea of what will be required in your area. It is better to err on the side of preparation, than to under plan and wind up paying for it later. ☺

The City of Portland: <http://bit.ly/PDXResPermits>

The City of Vancouver: <http://bit.ly/VanResPermits>

**Before starting your project, check online in advance for exact requirements.**



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# Abby's CLOSET

## ABBY'S

WORDS **NANNETTE TROUTMAN**

**When I was 16, I went on my first date** to my junior prom. My family didn't have money for a prom dress, so I made mine from a Simplicity pattern. In Home Economics class, I worked very hard making an A-line dress of pink dotted swiss that had short sleeves with white daisy edging. When my date and I got to the prom, all of the other girls were in beautiful, formal dresses. I felt very out of place. What should have been a rite of passage fell very short, and I was embarrassed by my homemade gown. I never went to another prom.

Abby's Closet began when Abby Egland was going away to college. Her mother Sally held up Abby's junior year prom dress and asked, "What are we going to do with this?" Abby loved that dress and how it had made her feel. As the youngest child after three brothers, Abby was a bit of a tomboy, so her junior year prom was the first time she had worn a long dress. She wanted that special memory to go to another girl.

Sally called around to different high schools, but they only accepted jackets and clothes useful for everyday wear. Sally's boss suggested she start a non-profit. Sally and Abby each called ten friends and asked them to call ten friends and so on. They collected a thousand prom dresses that first year. Red Lion donated the use of a ballroom for the first Prom Dress Giveaway.

Sally and Abby wondered if anyone would show up, but when they opened the doors, over 300 excited girls were waiting outside. Sally and Abby immediately shut the doors and burst into tears, because their emotions were so high. When they reopened the doors, the mother and daughter helped every girl find her perfect dress. The Abby's Closet motto is, "There is a dress for every girl and a girl for every dress." Abby's Closet has dressed over 30,000 girls for prom since 2004.

When our **HOAG REAL ESTATE** team attended the 15th Prom Dress Giveaway this year, we were impressed by the event's organization and overwhelmed by the quality of the dresses, which included designer gowns. A student advisory board was on hand to help the girls choose dresses and help in the dressing rooms. These volunteers bring energy and fun to the annual giveaway.

*Because no girl should be embarrassed by her prom dress like I was.*

High school is tough, but Abby's Closet volunteers pride themselves on creating a community environment that welcomes all abilities, sizes, gender identities, and economic statuses. The goal of Abby's Closet is to make every attendee feel special, beautiful, and confident. Each year, special needs students are invited to select a free prom dress the Friday before the weekend giveaway. Abby's Closet realizes that the hustle and bustle of the main Prom Dress Giveaway might make it difficult for some of these students to attend.



For the past ten years, Abby's Closet has also partnered with the Portland Rose Festival to provide formal dresses to high school students competing for the Rose Festival Court and scholarships. Most recently, Abby's Closet began their new *Sharing the Love* program. This program provides prom dresses to underserved communities in Oregon and Washington with students who are unable to attend the Abby's Closet annual giveaway due to distance.

In 2019, of the 7,999 dresses Abby's Closet had on hand, 4,037 were given away. Of those, 72 went to special needs students, 2,222 went to students at the prom dress giveaway, 43 went to students competing in the 2019 Rose Festival Court, and 1,700 went to students in the *Sharing the Love* program.

Sally and Abby have also started an annual scholarship which awards \$2000 to a girl from Oregon or Washington. The scholarship is equally funded by a private donor and Abby's Closet, but they are looking for another permanent donor to increase the scholarship to \$2500. The essay-driven scholarship requires applicants to be attending a trade school, community college, or four-year college and be involved in their community and school. They are looking for the girl who will embody the values and spirit of Abby's Closet by paying it forward. Last year's scholarship winner was chosen out of 197 applicants, and \$5000 was awarded in scholarships,

including the Juan Young Trust scholarship of \$3000 specifically for a student.

What can you do to support this life-changing and empowering organization? Anyone can donate cash, dresses, shoes, purses, wraps, jewelry, or makeup or attend an Abby's Closet fundraiser. Their Holiday Tea fundraiser is November 23, 2019 at Resurrection Catholic Church. As a business owner, you can make your business a drop-off location or sponsor the annual giveaway event. Bring a student with a

valid student ID from any state and volunteer at the 16th annual Prom Dress Giveaway March 12-15, 2020.

I asked Abby about her most rewarding story from her time with Abby's Closet. Five years ago, she noticed a quiet, bald girl off by herself. Abby found out that the girl had cancer. Abby took the girl under her wing to find dresses, but was amazed by how the other girls in the dressing rooms also took an interest and made the day special

for her. The dress was just the beginning; the girl returned the next year as a volunteer and cancer survivor. She had begun to pay it forward. ☺

**HOAG REAL ESTATE** is proud to be an Abby's Closet drop-off location, and we welcome your used cocktail or prom dress. Better yet, volunteer with us at the next Prom Dress Giveaway; it is a sight to see! For more event dates and details, follow Abby's Closet on social media @abbysclosetpdx.

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# HOW TO GIVE YOUR HOUSE AWAY

BY PEGGY HOAG

I knew a woman who had owned her beautiful home for 25 years. When she decided to sell, she hired the broker who quoted the highest list price. She was excited when the broker listed her home for \$1.3 million, but after 6 months her listing expired without ever receiving a showing or offer.

Next she hired a broker who had sold the home of a friend in 2003. After a price cut of \$200,000, a sign went up in her yard and flyers were sent to real estate offices. She thought her home would surely sell. Yet she soon realized that current technology and marketing outdated this broker's methods.

Months passed and her home's price dropped to \$1 million, but the listing had become market worn. The house was now invisible.

Finally, a broker who had sold many nearby homes and specialized in unique properties contacted the seller to present a detailed Comparative Market Analysis and marketing proposal.

The broker asked the seller to freshen the home with new paint and landscaping before pricing the home at \$900,000. The broker paid for professional photos, online advertising, and new marketing materials.

All preparations were made before the listing was reactivated. The seller felt revived by the broker's energy, and the new marketing strategy gave her hope. On its third listing, the home received many showings and sold at full price with a timely close.

The neighborhood's comparable sales justified a sale of \$949,000, but sitting on the market overpriced for so long had damaged the listing. Meanwhile, the market had softened. If the property had been priced correctly the first time, it would have sold for more.

It is easy to select a broker based on how much they think they can sell your home for. Accurate pricing prevents market wear and selling below market value. 🏡



**“Yamuna Benedict was the star** of our real estate transaction with the Peggy Hoag Group. She helped us list and complete the sale of our house and was very enthusiastic, patient and positive along the way. The sale was challenging in some respects and she was always there to smooth out the bumps. Yamuna was available and responsive whenever we had questions or comments. I would highly recommend the Peggy Hoag Group and Yamuna Benedict in particular!”

*Suzanne Jelderks, March 2019* ★★★★★

**“Peggy Hoag and her team** are an excellent team of professionals who do an outstanding job with every detail of buying and selling a home. Peggy and her team represented me for two different transactions and both times she was spot on with every aspect of the process. The entire team is attentive and informative, and have thorough knowledge for the Portland area market. I highly recommend Peggy for your real estate needs.”

*Denise Foster, June 2018* ★★★★★



**“I was with another realtor** for 5 months.... After months of not one offer, Peggy came to my door for a preview. I instantly liked her and could see she was a smart savvy woman who knew what she was doing. As soon as the other contract was up, I hired Peggy and her team to sell and find us a new home. Within a few weeks we had an offer and then another.

The people on her team were kind, understanding of the stress and extremely helpful. I would highly recommend the Peggy Hoag Group for all of your buying and selling needs in the real estate marketplace especially if selling a high end home.”

*Caitlin Seabright, June 2018* ★★★★★





Continued from page 7.

**Did you ever represent any properties tailored for sports with special thought and care put into the home in some way?**

There was an owner that built his home as a sports compound so that his kids would come home with their friends instead of going somewhere else. He engineered an adjustable sports court that could be sized for racquetball, handball, or basketball.

That same owner engineered a pool that was both inside and outside with big glass doors that opened in the summer. You could swim under the wall of the building into the outside pool which the kids thought was super cool. And it had a huge pool slide and a fountain of manmade rock that flowed into the outside pool.

**Have you ever experienced a serendipitous moment of aligning the perfect buyer with a specific property?**

Yes, and it was almost spooky. The buyers flew up from Petaluma, California, to see only one property and we didn't know why. It was a vineyard and



home and winery. But when we went to look at it, they showed us the photos of their property in Petaluma. It was the same size vineyard. The house was right in the middle of the vineyard just exactly like this one. It looked so much like it. The only reason they were moving up here was because of the fires. And they had found a replica of what they had built down in Petaluma. ☺



# CREOLE SHRIMP WEDGE

summery, southern-inspired side or beautifully casual, company-ready main

2½ lbs large shrimp, peeled and deveined  
1 T extra virgin olive oil  
salt and freshly ground black pepper

¼ c avocado mayonnaise  
1 T orange zest  
2-3 T freshly squeezed orange juice (about half an orange)  
¼ c garlic and mustard aioli  
¼ c champagne vinegar  
⅓ c finely diced red onion  
⅓ c finely diced bell pepper  
6 T minced fresh dill  
2 T capers, drained  
creole seasoning to taste

Preheat oven to 400° F. On a baking sheet, toss shrimp with olive oil and a pinch each of salt and freshly ground black pepper. Roast shrimp in a single layer for 6 to 8 minutes until just cooked through but not overdone. Cool for 5 minutes.

In a large bowl, whisk together mayonnaise, orange zest, orange juice, aioli, vinegar, and creole seasoning to taste. Toss with cooled shrimp. Add the red onion, bell pepper, dill, and capers, and toss again.

Allow flavors to fuse at room temperature for 30 minutes, or refrigerate and bring to room temperature before serving with additional creole seasoning and dill garnish. ☺

WORDS BRI LINDLEY PHOTOS CELIA ANDERSON

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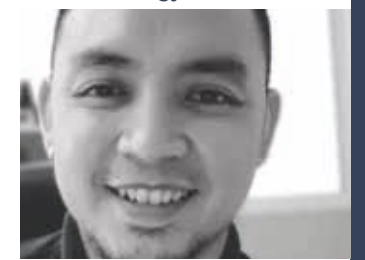
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